PLAY METER Magazine

VOLUME 22, No. 5 FOR THE COIN-OP ENTERTAINMENT INDUSTRY APRIL 1996

— Pg 44 — Family Fun [illegible]

Everyone is falling in love with Rowe/AMi's new LaserStar Venus.

ACME Wrap-Up

NEW YORK
SCORE
PHOENIX
SCORE
SF
PASS
22
SHOT
00:20

SCORE
RUN&GUN
SCORE
20
01:31

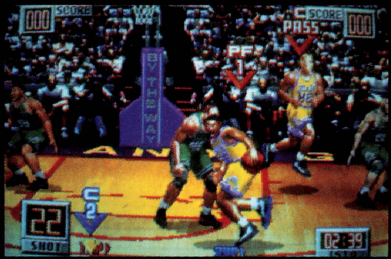
Put A Proven

WINNER

in Your Line Up!

SCORE
SCORE
20
SHOT
1UP
00:51

CHICAGO
24
SHOT
99:59


SCORE
SCORE
PASS
BY THE WAY
22
SHOT
02:39

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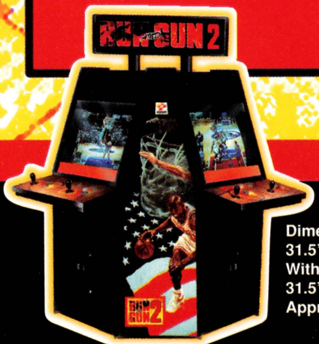
RUN AND GUN 2

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Dimensions:
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With wheels and marquee:
31.5" W x 56.5"L x 83.75"H
Approximate Weight: 600 lbs.

News Notes

WMS INDUSTRIES TO ACQUIRE ATARI GAMES

Chicago-based WMS Industries announced last month that one of its affiliates has entered into an agreement to acquire Atari Games Corp., an indirect wholly-owned subsidiary of Time Warner Inc. A spokesman for WMS said the move would increase the company's pipeline for both arcade and home games. The purchase price was not disclosed. Headquartered in Milpitas, Calif., Atari Games does business under the name Time Warner Interactive. The company develops, manufactures, markets, licenses, and publishes coin-op arcade games under the Atari name and interactive electronic and game entertainment products for home systems under the Time Warner Interactive name.

According to the announcement, no rights to the names Time Warner or Time Warner Interactive will be included in the transaction. Atari Games is not related to Atari Corp., the manufacturer of the Jaguar home game systems. Time Warner Inc. will continue to develop, manufacture, distribute, and publish consumer interactive game entertainment products for use with computers and console platforms through subsidiaries and affiliates of its Warner Bros. and Warner Music Divisions.

VALLEY TO PURCHASE TORNADO TABLE SOCCER

Valley Recreation Products of Bay City, Mich., will acquire Tornado Table Sports of Ft. Worth, Texas, in a move that will combine the promotion and marketing strengths of both, the companies announced at a joint press conference during ACME '96.

Ed McCloud, president of Tornado, will stay on as executive vice president of Valley under the direction of Valley president Dick Shelton. A lease has also been signed with McCloud for the newly-completed Tornado factory in Texas, which will remain open. Tornado products will continue to be marketed under the company name.

Talk of expanding into the table soccer market first began during the World Cup competition hosted in the United States, and Valley was given the final go-ahead after its acquisition by Fenway Partners last year. Company officials declined to comment on financial details, but Valley chairman Chuck Milhem did say: "Ed McCloud has a substantial stake in the success of Valley."

As a result of the move, Tornado vice president Dave Courington will be vice president of all Valley promotions, while Valley marketing director Scott Schroeder will head marketing for both operations. Valley sales vice president Doug Blair will maintain that position for both companies, and VNEA director Greg Elliot says plans for the future include applying league knowledge to foosball and creating an international championship for pool.

PARALLEL BOARD CLARIFICATION ISSUED

In an open letter to the industry last month, AAMA president Rick Kirby said that mass enforcement investigations involving parallel boards purchased prior to Oct. 1 of last year, when copyright legislation regarding the issue expired, would not be initiated by the association. "However, I must point out that AAMA manufacturers have the right to make individual decisions regarding any investigation or prosecution of any of their copyrights including infringements of their public performance right," he added.

Since last October it has been and will continue to be a violation of the copyright laws to publicly perform parallel games in the United States without the permission of the copyright owner. However, an agreement by manufacturers to market games in the same format around the world was reached prior to that date. Kirby's statement was issued as a clarification after misleading information about parallel boards purchased before the sunset date appeared.

ACCLAIM INTEGRATES LAZER-TRON SUBSIDIARY

Acclaim Entertainment Inc. of Mountain View, Calif., has integrated its two arcade game divisions, Acclaim Coin-Op Entertainment and Lazer-Tron Corp. The companies will merge and operate under the name of the former. Tom Petit will remain president of Acclaim Coin-Op and will be responsible for all sales, marketing, and video product development. Lazer-Tron president Norman Petermeier will head up all aspects of manufacturing, finance, reporting, and budgeting.

HOUSE APPROVES COMMISSION TO STUDY GAMING

The House of Representatives has approved a measure establishing a federal commission to study the effects of legalized gaming across the nation. This nine-member commission would look at the economic impact of gaming on businesses, as well as its influence on the public process. A Senate committee was expected to take up the measure late last month. AMOA hopes to have one of its members named to the commission.

NDA ANNOUNCES PREMIER TOURNAMENT DATES

The AMOA National Dart Association's sanctioned league players will compete for over $220,000 in prizes at the association's two premier events in 1996. Over 3,000 players are expected to compete at the team championship, Team Dart XI, at the Sahara Hotel and Casino, Las Vegas, Nev., April 29-May 4. More than 1,000 players will also be on hand for the 3rd Annual Singles and Doubles Championship at the Adams Mark Hotel, Indianapolis, Ind., Nov. 7-9.

3DFX INTERACTIVE REACHES AGREEMENT WITH HAPP CONTROLS

3Dfx Interactive of Mountain View, Calif., has signed an agreement with Happ Controls of Elk Grove, Ill., to distribute accessory products for the former's newly announced System 3D, a customizable, low-cost, turnkey system designed to power the next generation of texture-mapped, 3-D coin-op games. "Happ's reputation for high quality and breadth of products has earned Happ its industry leadership position," said Ross Smith, 3Dfx vice president and company founder. "Its coin-op industry position will help fuel the acceptance of our new offerings."

AAG CONDUCTS RAID IN RIO DE JANEIRO

The Anti-Counterfeiting Advisory Group announced last month that its investigators in cooperation with the Civil Police of Rio De Janeiro, Brazil, and Sega Enterprises Ltd. raided the Game House arcade in Rio De Janeiro and seized a number of interfaces utilized to convert home systems to coin-op commercial use. AAG superintendent Bob Fay said that distribution of such interfaces is an intellectual property infringement and carries civil as well as criminal penalties and fines. While this is the first raid conducted in Brazil, AAG plans additional enforcement action in that and other South American countries. ▲

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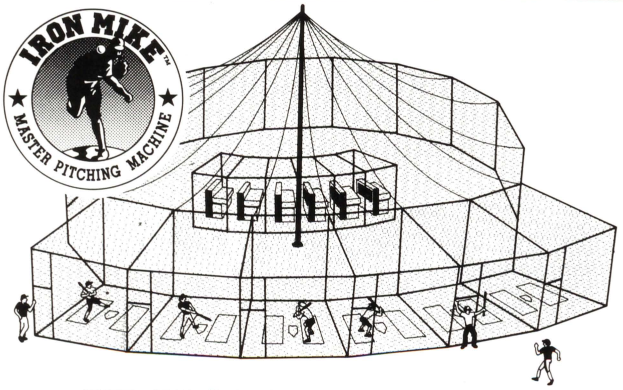

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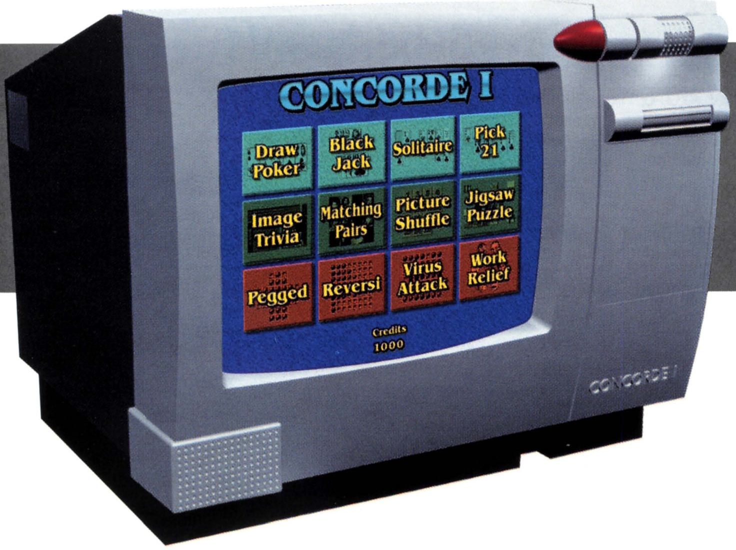
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Black Jack
Solitaire
Pick 21
Image Trivia
Matching Pairs
Picture Shuffle
Jigsaw Puzzle
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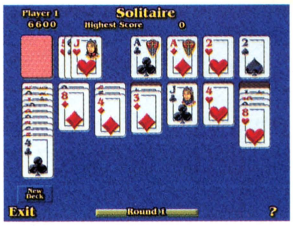
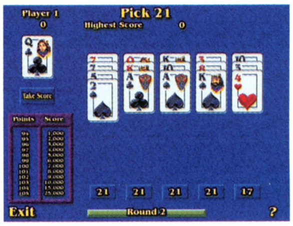
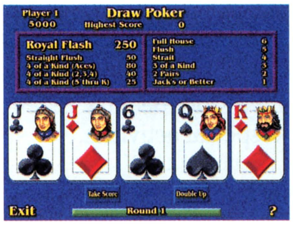
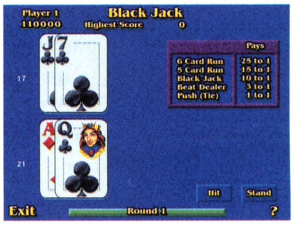
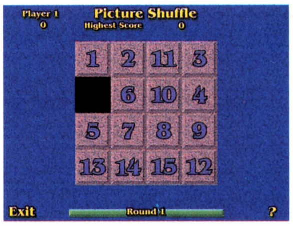
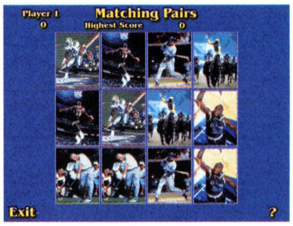

Player 1
6600
Solitaire
Highest Score
0
New Deck
Exit
Round 1
?

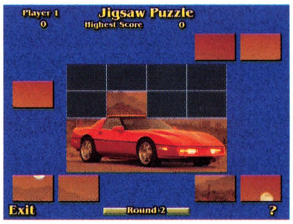

Player 1
0
Pick 21
Highest Score
0
Take Score
Points
Score
21
21
21
21
17
Exit
Round 2
?

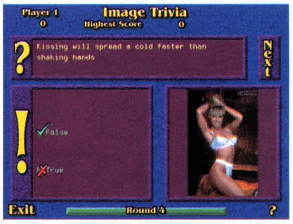

Player 1
5000
Draw Poker
Highest Score
0
Royal Flash 250
Straight Flush 50
4 of a Kind (Aces) 80
4 of a Kind (2,3,4) 40
4 of a Kind (5 thru K) 25
Full House 6
Flush 5
Strait 4
3 of a Kind 3
2 Pairs 2
Jack's or Better 1
Take Score
Double Up
Exit
Round 1
?

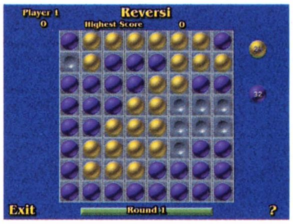

Player 1
110000
Black Jack
Highest Score
0
17
21
Pays
6 Card Run 25 to 1
5 Card Run 15 to 1
Black Jack 10 to 1
Beat Dealer 3 to 1
Push (Tie) 1 to 1
Hit
Stand
Exit
Round 1
?

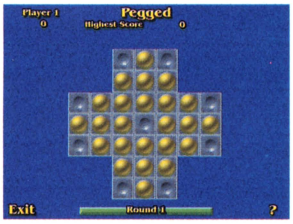

Player 1
0
Picture Shuffle
Highest Score
0
1
2
11
3
6
10
4
5
7
8
9
13
14
15
12
Exit
Round 1
?

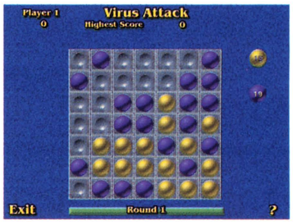

Player 1
0
Matching Pairs
Highest Score
0
Exit
?

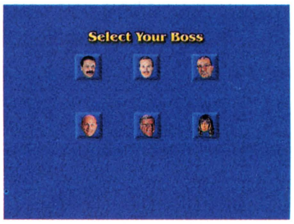

Player 1
0
Jigsaw Puzzle
Highest Score
0
Exit
Round 2
?


Player 1
0
Image Trivia
Highest Score
0
?
Kissing will spread a cold faster than shaking hands
Next
!
False
True
Exit
Round 4
?


Player 1
0
Reversi
Highest Score
0
Exit
Round 1
?


Player 1
0
Pegged
Highest Score
0
Exit
Round 1
?


Player 1
0
Virus Attack
Highest Score
0
Exit
Round 1
?


Select Your Boss

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48 State execs tackle tough issues

The annual AMOA Council of Affiliated States Meeting brings together a diverse set of industry officials to discuss the pressing issues of the day. This year was no exception as the agenda covered government relations, crime, tobacco product legislation, the National Amusement Network Inc., the AMOA Expo, and membership including the dues structure on both national and state levels.

66 Good-bye ACME

In a surprise move, AAMA announced that the American Coin Machine Expo would return to the name Amusement Showcase International starting with the 1997 show in Las Vegas. The swan song for the trade show, which was a combination of the former ASI and the Amusement Operators Expo started by Play Meter founder Ralph C. Lally, was marked by lighter attendance than in the recent past.

Our extensive coverage includes 13 pages of game descriptions, 12 pages of photos, a close look at redemption merchandise, game picks by Michael C. Getlan of Amusement Consultants, and young players' favorite titles. In addition, check out the AAMCF banquet, Century Club meeting, redemption field trip, awards presentations, and special activities.

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Cover

Rowe International's newest CD jukebox, the *LaserStar Venus,* named for the Roman goddess of love and beauty, is a response to the industry's need for change and a return to the nostalgic elements of classic music machines. Proudly showing off the new unit are, (l-r): Jerry Gordon, Joel Friedman, and David Sadler.

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"2 minutes goes by pretty quick."

Too quick, we're sorry to report. Keith didn't find the problem. There were reasons he didn't, not the least of which being that he was set up. But Keith, man of his word that he is, explained...

"By 'eat it' I meant I'll take the jukebox back ... you know, like you make a mistake so you have to eat it."

Sounded a little lame to us, too, but Keith did 'eat it', so to speak, by taking the 3-year old NSM CD jukebox back and replacing it with a new one. In that Keith has never sold a jukebox—and that taking one back is, therefore, one sale less than zero—he broke his own record.

"I was goaded into it ... by an operator who claimed he could find any problem in our competitor's jukebox in under 5 minutes."

Turns out that Keith's attempt to make a strong sales statement and convert a competitive jukebox operator — something he's vowed to leave to our real salesmen after this — backfired. We don't doubt the operator could find most any problem in our competitor's jukebox in under 5 minutes. After all, and we don't mean to be unkind to our competition, Keith's opponent has been working on basically the same system for nearly 30 years. Our major competitor's system — really, most all of our competitors' systems — were originally designed to handle 45RPM's, now they handle CDs.

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As the turnip turns

Valerie Cognevich
Editor

Now maybe you don't think of the coin machine industry as a turnip, but it's evident that some legislative bodies are still trying to squeeze that proverbial blood out of it. They just don't believe the old expression, "You can't get blood from a turnip." Why should they, though, they've been trying to do it for years!

Why is the coin machine industry such an irresistible target for government agencies when they are searching for ways to raise money?

I know, I know, we've asked ourselves that question so many times hoping to find some answer that we are almost ready to admit that there's no easy answer. Every time some political fracas begets an urgent need for funds, suddenly our industry tops hit lists. How unfair could this be? Of course, we're looking at it through different eyes, but certainly not rose-colored glasses. What we see is a fight for survival. What would we see if we stepped into their shoes? I still find it impossible to believe I could ever understand anyone who gives our industry so little respect and so little credit.

Another instance of what I'm talking about is happening yet again in yet another city. There is a proposal that will require operators to pay taxes on the gross take from amusement machines. Obviously, the city officials have taken a look at these small businesses and decided that there were indeed a few drops of blood left to squeeze out. They seem blissfully unaware of the fact that there was never any there to begin with.

Although there must be a reasonable argument (well, probably not reasonable but at least an argument) that this newest tax will swell the city coffers, I'm having a very difficult time figuring out where all this EXTRA money will come from.

Let's take a look: the operator—small businessman—invests a hefty chunk of his money into buying new games. He also buys vehicles, and employs route collectors, technicians, office workers, bookkeepers, drivers, etc. Remember that all of the salaries, money to buy equipment, trucks, gas, repairs, and everything else he must spend on comes from his share (HIS SHARE) of the gross receipts. The operator does not have access to or the use of the money turned over to the location. It's the location's money—period.

The other portion of the gross receipts goes to the location. He uses his share for whatever expenses he may have, including hiring new employees. He is then responsible for paying the proper taxes on that income he receives. City officials must realize that the liquor company does not pay taxes on the profits the locations make from selling booze.

So here's the scenario: an operator takes a share of the money collected in a machine and pays taxes on it. The location owner takes his share of the collection and pays taxes on it. Now may I ask the obvious question? Where is the extra revenue going to come from? All of the money is already being taxed. The tax is coming from the person who, in effect, owns the money. It seems pretty fair the way it is.

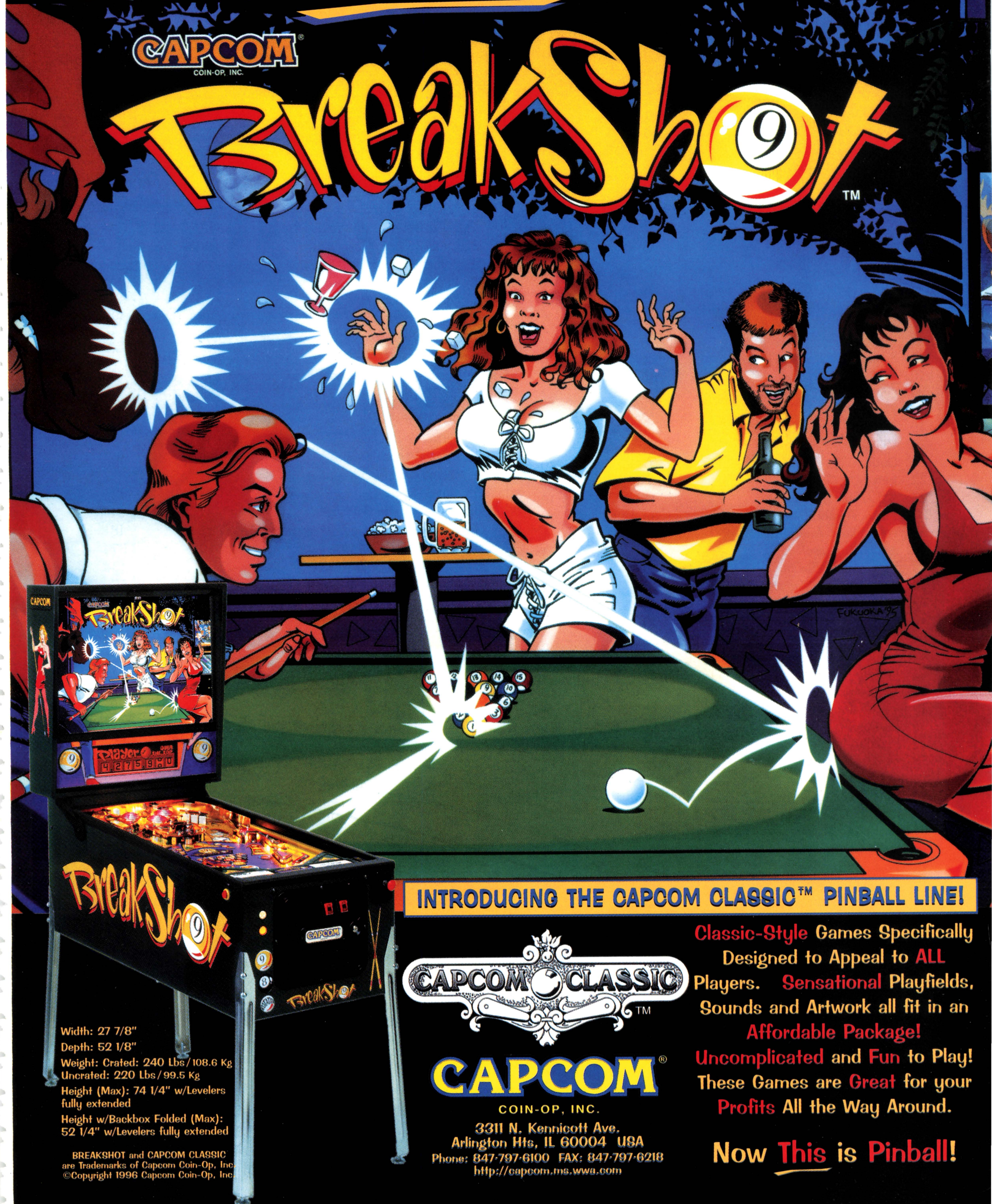
But wait, could there be something really sinister afoot here? Could it be that the city officials have devised a way to tax that money twice? They could make the operator pay taxes on the gross collection and then have the location pay taxes on his share. Or wait, we could take it a little further! How about make the location owner pay taxes on the gross receipts and then have the operator pay taxes on the same gross receipts! Will pathetic attempts to bleed the industry never cease? The answer is, of course, never!

I can't emphasize how unfair it is to treat coin machine operators like they are treated too often. They are honest, hard-working (really hard-working) independent business people creating jobs in their communities, paying taxes, and adding nuch-needed fun to that community. I am not exaggerating when I say that taxing operators beyond their means will seal the fate of those already struggling to make ends meet. No doubt they'll be out of business. The domino effect certainly will apply as employees find themselves out of a job, their buying power ceases, and the city must pay unemployment compensation to those employees now out of a job thanks to unfair taxation. Now, where is the advantage of putting people out of business?

You know what is absolutely outrageous? The same city that is trying to impose a gross receipts tax on operators did not even know that operators were required to buy city licenses to operate games! It was a different department, it was explained to operators when they argued that they were already putting more than their fair share into city coffers.

I was a little outraged when I first heard of this latest attack on the industry. Of course, operators in the city are even more angry and frustrated. How hard could it be to understand that operators are already pulling their weight? Or is it that these people don't really want to know? ▲

Now That's Pinball!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Equipment Poll

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GAME	MO. ON CHART	MO. IN TOP 10
1. Soul Edge *(Namco)*	1	1
2. Alpine Racer *(Namco)*	4	4
3. Daytona USA *(Sega)*	19	19
4. Cruis'n USA *(Midway)*	17	17
5. Area 51 *(TWi)*	4	4
6. Virtua Cop 2 *(Sega)*	4	4
7. Sega Rally *(Sega)*	6	2
8. Killer Instinct 2 *(Midway)*	1	1
9. Tekken 2 *(Namco)*	6	6
10. Magical Touch *(Micro)*	2	2
11. Cyber Cycles *(Namco)*	6	4
12. Megatouch *(Merit)*	6	4
13. Marvel Super Heroes *(Capcom)*	4	1
14. MK3 Ultimate *(Midway)*	4	3
15. Solitaire Challenge *(Dynamo)*	21	10
16. Lucky & Wild *(Namco)*	32	5
17. Golden Tee 3D Golf *(Incred. Tech)*	5	*
18. The Addams Family *(Bally)*	49	46
19. Theatre of Magic *(Bally)*	11	9
20. Virtua Cop *(Sega)*	14	10
21. OutRunners *(Sega)*	31	20
22. Indy 500 *(Sega)*	1	*
23. Gal's Panic II *(Kaneko)*	16	10
24. Virtua Fighter 2 *(Sega)*	14	12
25. Point Blank *(Namco)*	8	1
26. Apollo 13 *(Sega)*	3	*
27. Who Dunnit *(Bally)*	2	*
28. Ridge Racer 2 *(Namco)*	15	5
29. Suzuka 8 Hours 2 *(Namco)*	23	19
30. Killer Instinct *(Midway)*	15	12
31. COPS *(TWi)*	12	1
32. Viper Phase 1 *(Fabtek)*	5	1
33. Jack-Bot *(Williams)*	5	1
34. Star Trek: TNG *(Williams)*	27	23
35. Mortal Kombat 3 *(Midway)*	11	8
36. World Cup Soccer *(Bally)*	21	18
37. Fighting Vipers *(Sega)*	3	1
38. Tekken *(Namco)*	14	11
39. Open Ice *(Midway)*	3	1
40. Road Show *(Williams)*	16	11
41. Aero Fighters 2 *(Mc O)*	16	4
42. Lethal Enforcers II *(Konami)*	23	5
43. The Flintstones *(Williams)*	15	4
44. Bust-A-Move *(Taito)*	13	9
45. Lethal Enforcers *(Konami)*	42	36
46. Suzuka 8 Hours *(Namco)*	23	18
47. Raiden II *(Fabtek)*	26	21
48. Demolition Man *(Williams)*	21	12
49. Super Sidekicks 3 *(SNK)*	6	1
50. Indianapolis 500 *(Bally)*	6	3
51. Pinball Magic *(Capcom)*	5	*
52. Tournament Solitaire *(Dynamo)*	6	1
53. Zombie Raid *(Am. Sammy)*	3	1
54. No Fear *(Williams)*	10	6
55. Virtua Fighter *(Sega)*	24	10
56. Samurai Shodown III *(SNK)*	4	*
57. Batman Forever *(Sega)*	5	2
58. Fast Draw *(Am. Laser)*	16	2
59. Bust-A-Move Again *(Taito)*	3	*
60. Raiden DX *(Fabtek)*	13	8

VIDEO DEDICATED

GAME	POINT VALUE	LONGEVITY POINTS
1. Alpine Racer *(Namco)*	9.00	236
2. Daytona USA *(Sega)*	9.00	1128
3. Cruis'n USA *(Midway)*	8.90	989
4. Area 51 *(TWi)*	8.89	219
5. Virtua Cop 2 *(Sega)*	8.86	209
6. Sega Rally *(Sega)*	8.60	245
7. Killer Instinct 2 *(Midway)*	8.45	53
8. Cyber Cycles *(Namco)*	8.00	301
9. Solitaire Challenge *(Dynamo)*	7.75	874
10. Lucky & Wild *(Namco)*	7.73	1037
11. Virtua Cop *(Sega)*	7.60	685
12. OutRunners *(Sega)*	7.55	1390
13. Indy 500 *(Sega)*	7.50	39
14. Virtua Fighter 2 *(Sega)*	7.45	719

VIDEO KITS

GAME	POINT VALUE	LONGEVITY POINTS
1. Soul Edge *(Namco)*	9.60	60
2. Tekken 2 *(Namco)*	8.45	339
3. Magical Touch *(Micro)*	8.25	104
4. Megatouch *(Merit)*	7.89	313
5. Marvel Super Heroes *(Capcom)*	7.83	187
6. MK3 Ultimate *(Midway)*	7.81	214
7. Golden Tee 3D Golf *(Incred. Tech)*	7.67	181
8. Gal's Panic II *(Kaneko)*	7.50	374
9. Viper Phase 1 *(Fabtek)*	7.00	134
10. Mortal Kombat 3 *(Midway)*	6.87	556
11. Fighting Vipers *(Sega)*	6.63	118
12. Tekken *(Namco)*	6.62	612
13. Open Ice *(Midway)*	6.57	113
14. Aero Fighters 2 *(Mc O)*	6.55	171
15. Bust-A-Move *(Taito)*	6.50	427
16. Lethal Enforcers *(Konami)*	6.47	1585
17. Raiden II *(Fabtek)*	6.45	774
18. Super Sidekicks 3 *(SNK)*	6.40	41
19. Tournament Solitaire *(Dynamo)*	6.33	121
20. Zombie Raid *(Am. Sammy)*	6.33	62
21. Samurai Shodown III *(SNK)*	6.32	57
22. Bust-A-Move Again *(Taito)*	6.29	65
23. Raiden DX *(Fabtek)*	6.23	299
24. Aero Fighters 3 *(McO)*	6.20	26
25. X-Men *(Konami)*	6.11	483

PINBALLS

GAME	POINT VALUE	LONGEVITY POINTS
1. The Addams Family *(Bally)*	7.63	2645
2. Theatre of Magic *(Bally)*	7.63	571
3. Apollo 13 *(Sega)*	7.24	117
4. Who Dunnit *(Bally)*	7.17	80
5. Jack-Bot *(Williams)*	6.94	85
6. Star Trek: TNG *(Williams)*	6.91	1342
7. World Cup Soccer *(Bally)*	6.75	803
8. Road Show *(Williams)*	6.56	590
9. The Flintstones *(Williams)*	6.54	329
10. Demolition Man *(Williams)*	6.42	554
11. Indianapolis 500 *(Bally)*	6.39	202
12. Pinball Magic *(Capcom)*	6.38	83
13. No Fear *(Williams)*	6.33	280
14. Batman Forever *(Sega)*	6.31	97

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Equipment Poll

REDEMPTION

GAME	POINT VALUE	LONGEVITY POINTS
ALLEY BOWLERS		
1. Skee-Ball Lightning *(Skee-Ball)*	8.00	164
2. Striker *(Design Plus)*	7.33	165
3. Skee-Ball *(Skee-Ball)*	7.32	142
4. Smartball *(Smart)*	6.33	35
5. Alley Cats *(Jaleco)*	5.67	*
SPORTS GAMES		
1. Hoop It Up *(TWi)*	8.00	189
2. Full Court Fever *(ICE)*	7.71	135
3. UB-QB Football *(Skee-Ball)*	7.27	62
4. Shoot to Win *(Smart)*	7.22	117
5. Two Minute Drill *(Taito)*	6.40	52
6. Full Court Frenzy *(ICE)*	6.31	59
7. Around the World *(UETD)*	6.00	81
8. Pro Pitch *(Doyle)*	6.00	53
9. Rage in the Cage *(Fun Merchants)*	6.00	10
10. Slugfest *(Williams)*	6.00	3
11. Arm Champs *(Jaleco)*	5.75	42
12. Championship Basketball *(Grayhound)*	5.33	30
SINGLE COIN PUSHERS		
1. Jungle Jive *(Coastal)*	8.50	216
2. Klondike/Gold Coast *(Fun Merchants)*	6.60	156
3. Rock 'N Roll/Dino Valley *(Fun Merch.)*	6.25	516
SINGLE CRANES		
1. Skill Crane *(Grayhound)*	7.33	112
2. Watch/Gift Box *(Fun Merchants)*	7.00	165
3. Action Claw *(Fun Merchants)*	6.86	56
4. Clean Sweep *(Smart)*	6.83	146
5. Candy Crane *(Smart)*	6.46	127
6. Big Choice *(Fun Merchants)*	6.41	83
7. Classic Watch Crane *(Smart)*	6.33	79
8. Rainbow *(Rainbow)*	6.33	119
9. Jumbo Crane *(Grayhound)*	5.50	129
10. Candy Shop *(Grayhound)*	5.00	102
11. Hollywood Crane *(Maxwell)*	5.00	*
CHILD-SIZE GAMES		
1. 1/2 Pint Frenzy *(ICE)*	8.25	160
2. Shoot To Win! Jr. *(Smart)*	7.83	153
3. Smart Toss Em *(Smart)*	7.57	140
4. Toss Em *(UETD)*	6.67	23
5. Li'l Dump the Ump *(Doyle)*	6.60	70
6. Kiddie Whac-A-Mole *(Bob)*	6.33	13
7. Awesome Toss 'Em *(Lazer-Tron)*	6.00	57
8. Godzilla Wars Jr. *(Namco)*	5.83	11
9. Barnyard Babies *(Skee-Ball)*	5.75	14
10. Bozo Basketball *(Design Plus)*	5.71	21
11. Skee-Toss B.C. *(Skee-Ball)*	5.71	*
12. Kiddie Clown Rolldown *(Bay Tek)*	5.67	53
13. The Flintstones *(ICE)*	5.67	*
14. Jr. All American *(UETD)*	5.50	19

REDEMPTION

GAME	POINT VALUE	LONGEVITY POINTS
ROLL DOWNS		
1. Spin To Win *(Lazer-Tron)*	8.17	136
2. Jungle Rama *(Lazer-Tron)*	7.50	131
3. Clown Roll Down *(Bay Tek)*	6.88	46
4. Pizza Roll *(Bay Tek)*	5.33	*
5. Rock N Roll *(Bay Tek)*	5.33	15
COIN DROP GAMES		
1. Home Run Hitter *(CCI)*	8.00	175
2. Wheel 'M In *(Bromley)*	7.94	200
3. Pirate's Gold *(Lazer-Tron)*	7.33	57
4. Smokin' Token *(Seidel)*	7.33	204
5. The Mask *(Data East)*	7.33	109
6. Aftershock *(Lazer-Tron)*	6.88	128
7. Addams Family Values *(Midway)*	6.80	87
8. Rock-N-Bowl *(Bromley)*	6.43	98
9. Coin Circus *(Am. Sammy)*	5.29	33
10. Super Bank It *(Lazer-Tron)*	5.00	4
NOVELTY		
1. Colorama *(Bromley)*	9.00	179
2. Dinoworld *(Planet Earth)*	9.00	236
3. Cyclone *(ICE)*	8.81	236
4. Flingshot *(Planet Earth)*	8.33	141
5. Dinoscore *(Planet Earth)*	8.16	216
6. Buddy Bear *(Smart)*	8.00	99
7. Ribbit Racing *(Lazer-Tron)*	7.71	170
8. Swamp Stomp *(Lazer-Tron)*	7.67	141
9. Bouncing Bandits *(CCI)*	7.50	46
10. Pop-A-Slot *(Coastal)*	7.33	72
11. Spider Stompin *(Jaleco)*	7.33	122
12. Killer T-Rex *(Smart)*	7.25	115
13. Big Mouth *(Meltec)*	6.55	20
14. Feed Big Bertha *(Smart)*	6.50	60
15. Pop-A-Ball *(Coastal)*	6.50	24
16. Pop-A-Tac-Toe *(Coastal)*	6.25	20
17. Ring Toss *(Lazer-Tron)*	6.25	23
18. Robo-Bop *(Coastal)*	6.25	47
19. Dump the Ump *(Doyle)*	6.17	24
20. Flip N Win *(Planet Earth)*	6.14	98
21. Wacky Gator *(Data East)*	6.05	44
22. Dino Rally *(Bromley)*	6.00	120
23. Knock-Down *(Meltec)*	6.00	1
24. Simple Simon *(Am. Sammy)*	6.00	17
25. Hop-A-Tic-Tac-Toe *(Data East)*	5.93	10
26. Circus Hi-Rise *(Skee-Ball)*	5.67	49
27. Cracky Crab *(Namco)*	5.63	21
28. Whac-A-Mole *(Bob)*	5.50	*
29. Cosmo Gang *(Data East)*	5.00	*

Results are based on monthly Equipment Poll ballot returns. Point Value=average of ballot ratings on a scale of 1-10; Longevity Points=standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) **Indicates new or reappearing games.*

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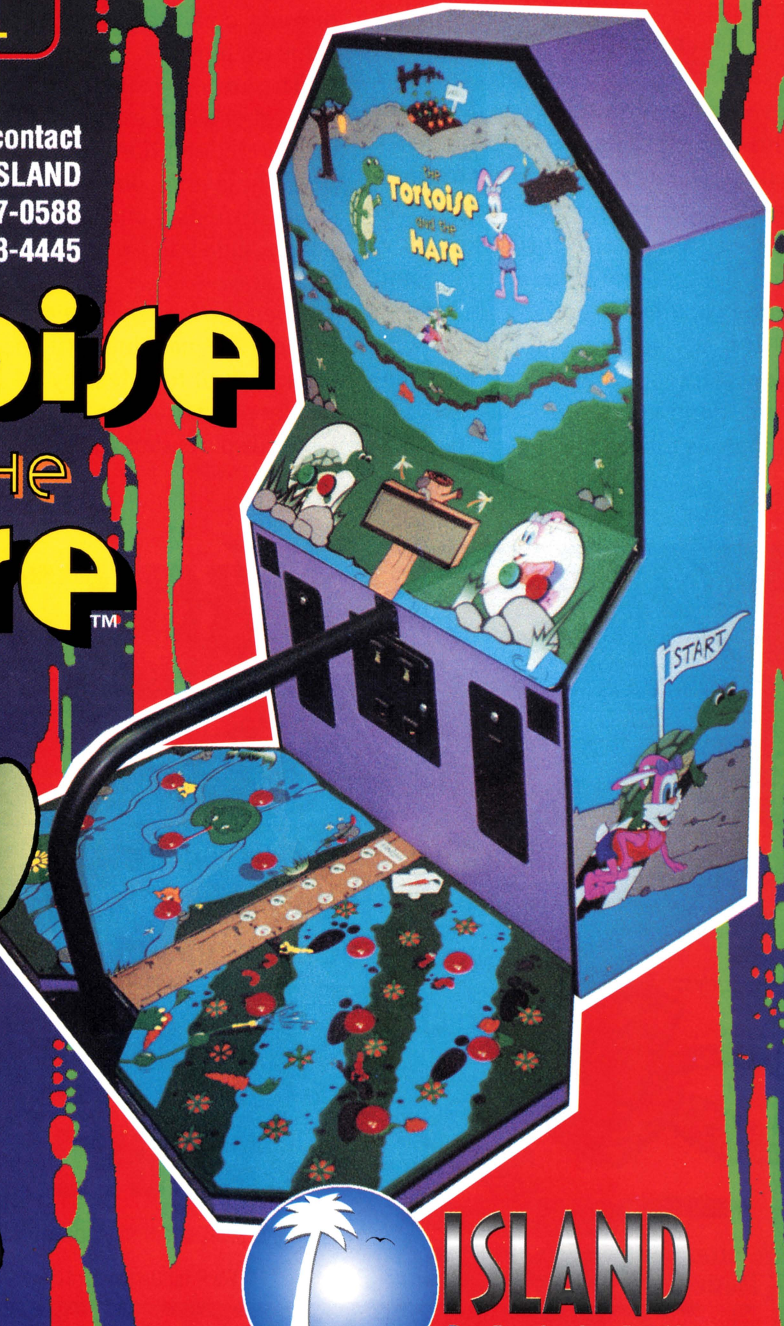

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✍ An alternative

This is in response to the letter in the December issue from Dennie R. Atkinson, president of Memory Lane Arcade in Frankenmuth, Mich. He refers to increasing problems in ticket redemption and the time it takes for kids to make their choices.

We are able to supply a simple and very cost-effective solution to this very problem. We manufacture the Beaver bulk vending machines which can handle both bulk confections and capsuled novelties. By ordering our equipment with coin mechanisms that handle tokens and converting the ticket redemption to token redemption, patrons can now use tokens to purchase candy, gum, toys, and novelties like Pogs and stickers at their leisure.

This lets kids spend as much time as they want putting tokens into machines, and many times they will put numerous tokens into one or two machines to get a huge quantity of candy. When the location owner mixes dozens of different capsuled novelties in one machine, the patrons will receive a surprise toy every time and will continue to insert as many tokens as they have left.

We manufacture both one- and two-token mechanisms, so you can have both lower and higher value items and also have merchandise dispensing conversions to increase the value even higher.

The obvious benefit is that you save the cost of a staff member standing behind a redemption counter all day, possibly saving you up to $30,000 in salary expense, and also the cost of purchasing all those tickets (tokens last for years).

Even the largest of Beaver displays holding 62 machines only occupies a floor area of four feet by 14 feet and can be purchased for under $12,000. Other displays start as low as $100.

I hope this will help those of you who are looking for a solution to this increasing problem.

Malcolm Knight
Machine-O-Matic
Ontario, Canada

[Malcolm, when we did a story on your company in August 1995, I wondered why every operator didn't jump on this product line. It is so inexpensive for the tremendous rewards. If anyone is interested in hearing more you can contact Machine-O-Matic at (905) 836-4700.]

✍ A few words about ROI

I'll tell you what affects your return on investment—people! I don't know how many times I've heard guys (and gals) complain about business while standing next to a warehouse full of junk. Now, you may ask, what's this got to do with people. I'll tell you.

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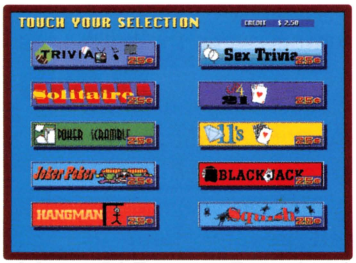
TOUCH YOUR SELECTION
CREDIT $ 2.50
TRIVIA
Sex Trivia
Solitaire
21
POKER SCRAMBLE
11's
Joker Poker
BLACKJACK
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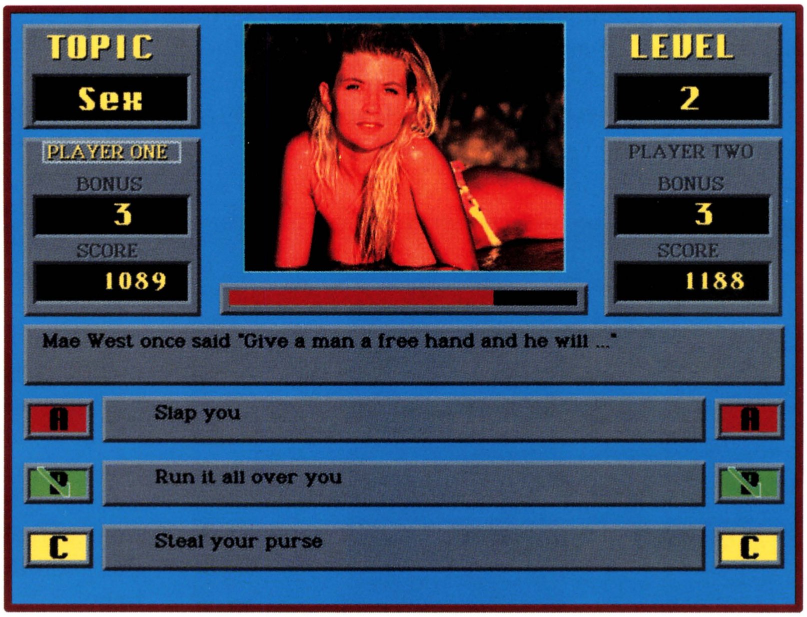
Menu Of Proven Favorites!
Games For Everyone!


TOPIC
Sex
LEVEL
2
PLAYER ONE
BONUS
3
SCORE
1089
PLAYER TWO
BONUS
3
SCORE
1188
A
B
C

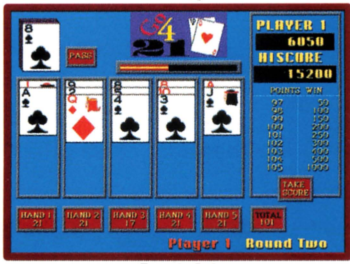
Mae West once said "Give a man a free hand and he will ..."

A Slap you

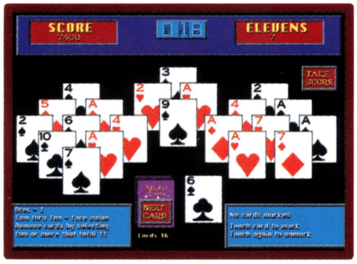
B Run it all over you

C Steal your purse

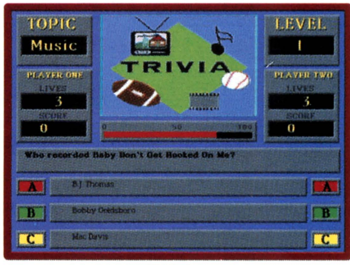
Sex Trivia - Fun And Saucy, Spiced With Real Color Photos


PLAYER 1
6050
HISCORE
15200
PASS
TAKE SCORE
HAND 1
HAND 2
HAND 3
HAND 4
HAND 5
TOTAL
Player 1 Round Two

Go-4-21
Multi-Hand Blackjack At it's Best


SCORE
ELEVENS
TAKE SCORE
NEXT CARD

Diamond 11's
The Latest Rage


TOPIC
Music
LEVEL
1
TRIVIA
PLAYER ONE
LIVES
3
SCORE
0
PLAYER TWO
LIVES
3
SCORE
0

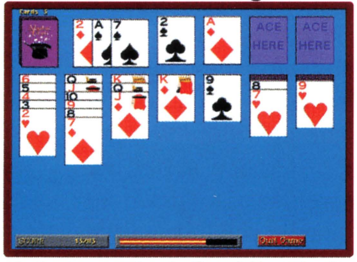
Who recorded Baby Don't Get Hooked On Me?

A BJ Thomas

B Bobby Goldsboro

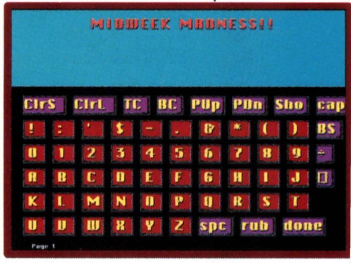
C Mac Davis

Trivia
Music, TV,Movies,Sports &More


ACE HERE
ACE HERE

Solitaire - Flip 1 Card Or Flip 3

GRAPHICS SO REAL YOU CAN REACH OUT AND TOUCH!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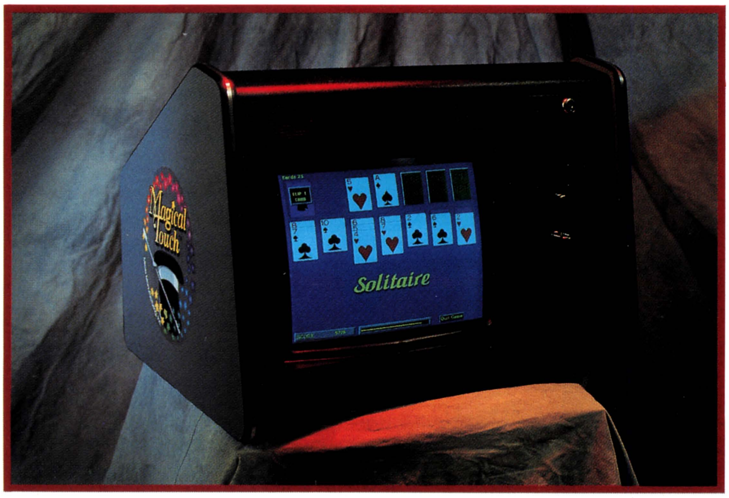
spc rub done

16 Screens Of Advertising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If your people care they will keep every game in like new shape until you sell it. That means putting forth that little extra effort every time they clean a monitor or playfield, making sure all of the switches work every time the machine is collected, removing all the gum and smegma off, making a list of games that need control panels or parts and repairing them NOW, putting the paint on a rough wall or spot, and cleaning the carpet even when it's not scheduled.

It also means that they should not be shrugged off when they make a suggestion. They should hear "great job" (you know, atta boy!) and get a little bonus when the company is doing well and a little assurance when the hard times come.

Your people represent you in the field. A clean, well-behaved person will help your business shine no matter where they are. Actually, your wonderful people stand to make you popular even when they are not on the clock through statements and comments about your company to friends, relatives, and possible customers.

People are not simply staff or employees, they are human beings and they need a lot more time and effort than may seem prudent. But isn't this about ROI? Yes, in spades, baby!

I don't mean to be preachy (is that a word?) since I know that most, if not all, of you already think these things. I just wanted to reinforce the value of a good person. The next time you are trying to make a decision about the kinds of improvements to make to your business, maybe you'll be a little quicker to think of the folks.

Dennis Sable
GreyStone Technology
San Diego, Calif.

[Dennis, your words apply to any business. I once heard an operator say that he would not ask his "people" to do anything he wouldn't do himself. He explained that he felt he should be the example, not simply someone who told everyone what to do. He was always ready to lend a helping hand. His people were important to him and he let them know it. His words of wisdom included these: "Your employees will only respect you if they see you putting forth the effort you expect from them. Success starts at the top." This operator was rewarded with loyal people who not only were important, but felt important.] ▲

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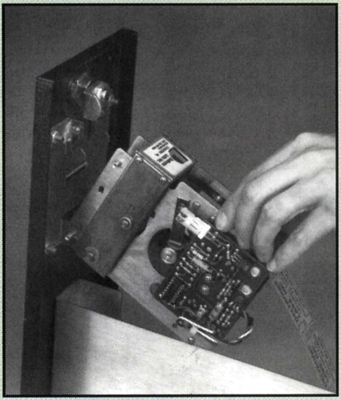

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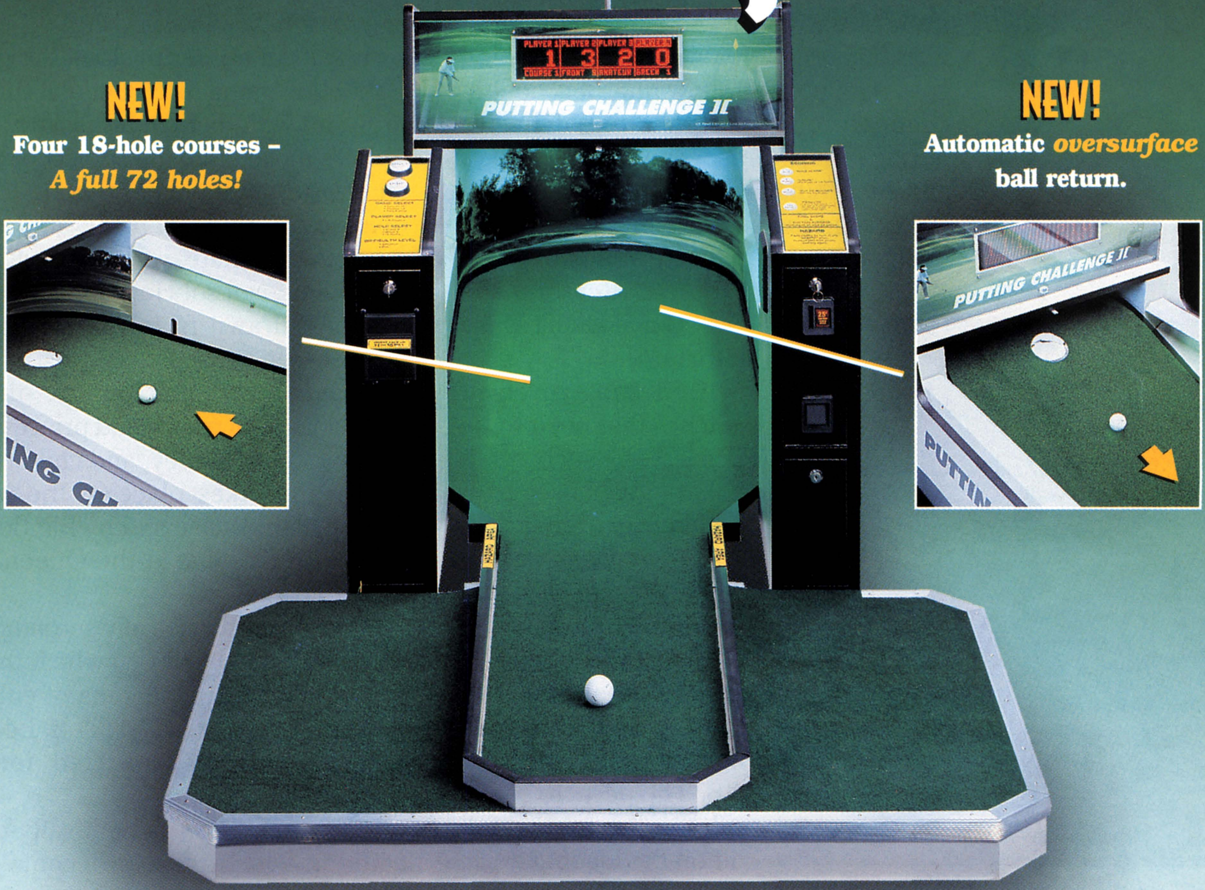

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Games that didn't make the ACME cut

Sometimes manufacturers are not sure what games they are going to bring to a trade show, and if the games will be in working order. Even when everything goes right up until show time, it is not uncommon to see last-minute patchwork during set-up hours when disaster strikes and a machine malfunctions.

Let's put the best face on the truth and tickle our coin-op funny bones with the "Top 10 Reasons the New Game Didn't Make it to the Show":

Bonnie Theard
Managing Editor

10. Testing revealed glitches that need to be addressed, such as a ticket dispenser installed backwards.

9. There was a mix-up with the game plexi and we got the marquee meant for an X-rated movie house while they got one for a children's novelty game.

8. The particle board sides of the cabinet fell off on the loading dock. (Maybe cutting corners in construction was a bad idea.)

7. Children of company employees loved the game so much they threw tantrums when it was being crated and blocked the driveway of the warehouse, delaying delivery.

6. The truck was stalled in a snowstorm on the outskirts of town (recycled excuse, ACME '95 number one reason).

5. The truck was stalled on the outskirts of town when the driver suffered from heatstroke after hours in the Florida sun before the weather changed.

4. PCBs did not arrive on schedule from Japan.

3. The entire sales staff jumped ship to another company.

2. The price tag of $6,000 for a pinball game was deemed excessive. The game will debut three months from now at a reasonable $5,800.

1. A local hunter mistook the guns on a shooting game to be the real thing and drove off with them in his pickup.

Let's move on to the subject of fighting games, which have been done to death (excuse the pun). Fighting and driving seem to dominate, with only occasional exceptions. Not so! How about these suggestions, drawn from recent headlines but not seen at the show:

Royal Divorce: the Revenge—the fairy tale is over as a prince and princess wrangle over titles, money, and child custody. The game takes place in the halls of Buckingham Palace and by Big Ben, ending in a boss stage at the Queen's summer residence.

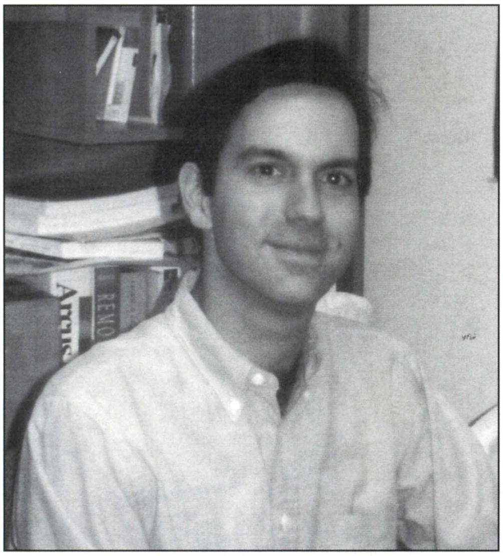
Fidel Fury—a vertically-scrolling aerial combat-themed game in which the player can take on the persona of either the Cuban dictator or exiled pilots. Economic sanctions can be collected for extra points.

Campaign Clash—a politically-themed game in which players become one of five remaining candidates competing to be the front-runner as the Republican party's presidential nominee: Alexander, Buchanan, Dole, Forbes, or Lugar. The game takes place in New Hampshire, Arizona, South Dakota, Louisiana, Iowa, and Vermont.

The Bridges of Madison Guaranty—the Arkansas savings and loan firm collapse that cost taxpayers $65 million serves as the backdrop for this game, which includes characters such as first lady Hillary Clinton and her attorney David Kendall facing the Whitewater investigation.

If you think of other unusual game themes send them along; we will be happy to print them. We can always use a little diversion from the stress of everyday business. ▲

Spring: a dangerous season for politics



Steve White
Associate Editor

This month marks the beginning of spring, traditionally a season of growth and renewal. But politics is in the air, and groundswells wearing the face of reform should be approached with caution.

The winter season saw politicians at the federal level deadlock on the one issue they can actually control, the federal budget, and little can be expected from that hard working bunch until after the fall elections have come and gone.

However, that doesn't mean the boys—and girls—in Washington are going to knock off for the rest of the year. More likely than not they will devote their energy and fervor to issues that are easily surrounded in hype but lack substantive policy content. Why talk about how to reach a balanced budget or what to do about sticky foreign policy issues, when you can blast the deplorable state of American culture and the havoc it has wreaked on our value structure? Never mind that these issue are nebulous ones which lend themselves to dozens of interpretations and no sure-fire cause-and-effect proof.

So what are we talking about here? In a word, violence, or more importantly its depiction in electronic cultural products such as television shows, movies, and, yes, video games. Election-year politics has already infused the Clinton administration's approach to lowering underage smoking, and Washington watchers say the president will lower the final boom, banning cigarette vending sales and restricting tobacco advertising, as soon as it looks politically advantageous to do so. Video violence is sure to be next on the plate for one or more of Washington's many enlightened reformers.

More than a year and a half ago the coin-op industry's two associations adopted a policy designed to head off a government-sponsored rating system of video games, opting for self-regulation that would include parental warnings in a game's attract mode. But less than two months later, a Republican majority swept Congress, and the issue appeared to fade into the background.

In the meantime, interim stickers have been introduced by AMOA for existing games and some new games with warnings have been introduced. Unfortunately, some of those warnings have been barely legible. This lukewarm approach to self-regulation has yet to catch the attention of federal do-gooders, but the conditions appear ripe for another attack on violent game content.

Sen. Bob Dole's opening volley last year in his bid for the White House was a full-fledged attack on our big brothers in the entertainment business in Hollywood. Dole denounced the movie industry in terms reminiscent of earlier congressional attacks on the video game business, and while his remarks were viewed by many as a transparent and disingenuous attempt to attract right wing-voters, his primary competition this spring can lay a more authentic claim to those same issues.

Columnist Pat Buchanan took the Republican party by storm in the early primaries, largely on a political message that brings to the forefront a critique of modern culture as a messenger of evil. Whether Buchanan wins the nomination or not, his slash and burn approach to contemporary culture, however impractical, is sure to be felt in elections across the national this coming fall.

But attacks on the ever-widening spiral of electronic cultural products are not limited to the Republican side of aisle. In fact, the most troubling development for our industry is a recent agreement reached between broadcast moguls and the president that will provide for self-imposed ratings of television programs.

While some insiders speculate that broadcasters were hoping for preferential treatment when the feds begin to allocate high-definition broadcast bands, it is hard to believe that an industry so long opposed to regulation would give in without one hell of a fight.

They must have seen the handwriting on the wall. I hope we do too! ▲

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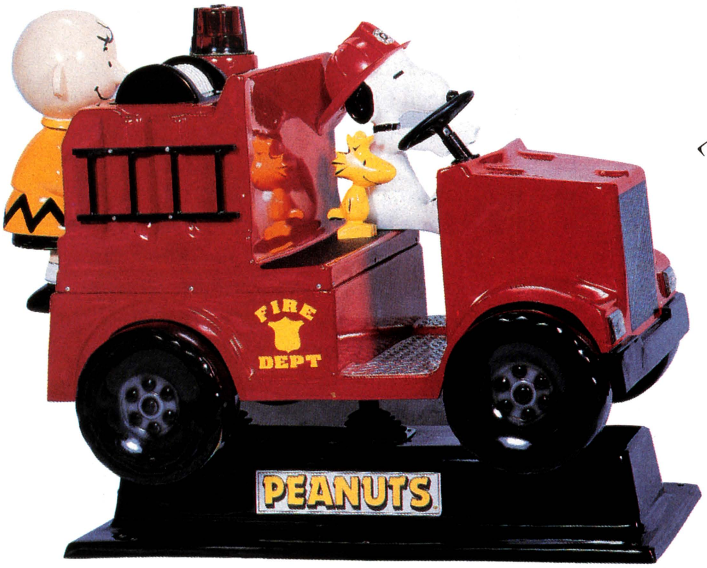
FIRE DEPT
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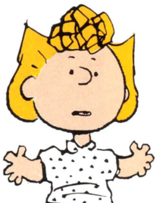

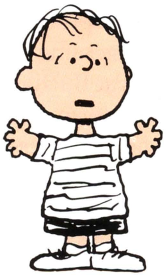

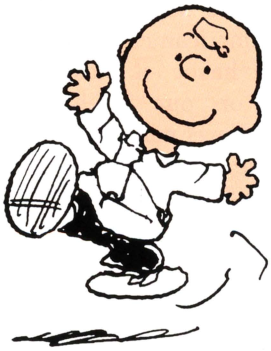

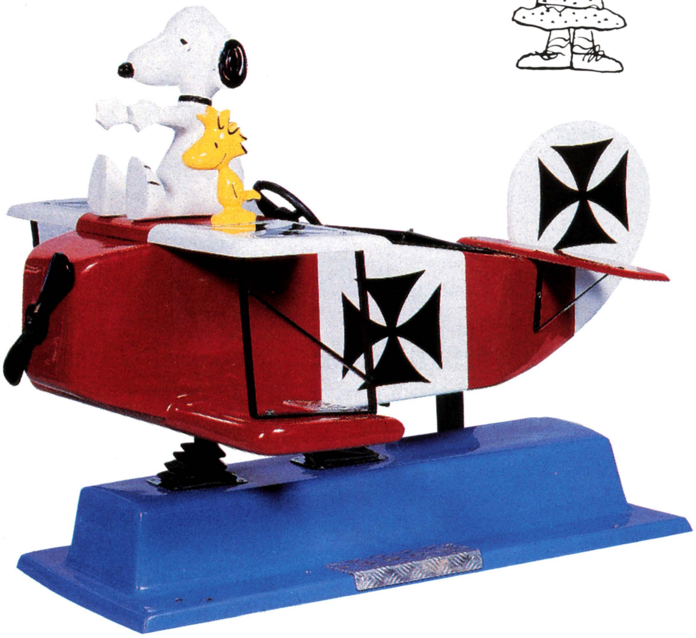

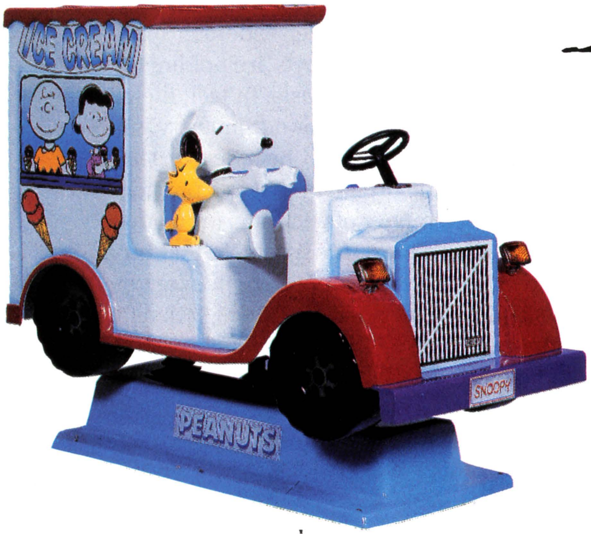
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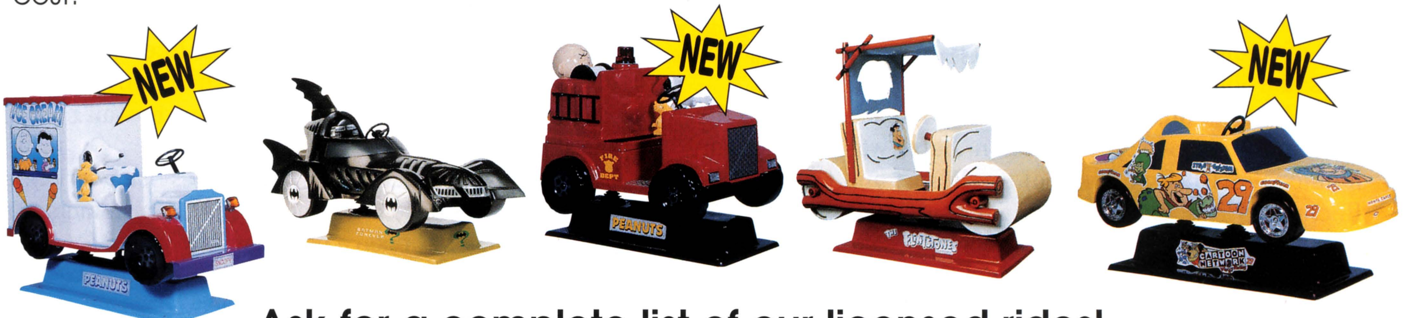

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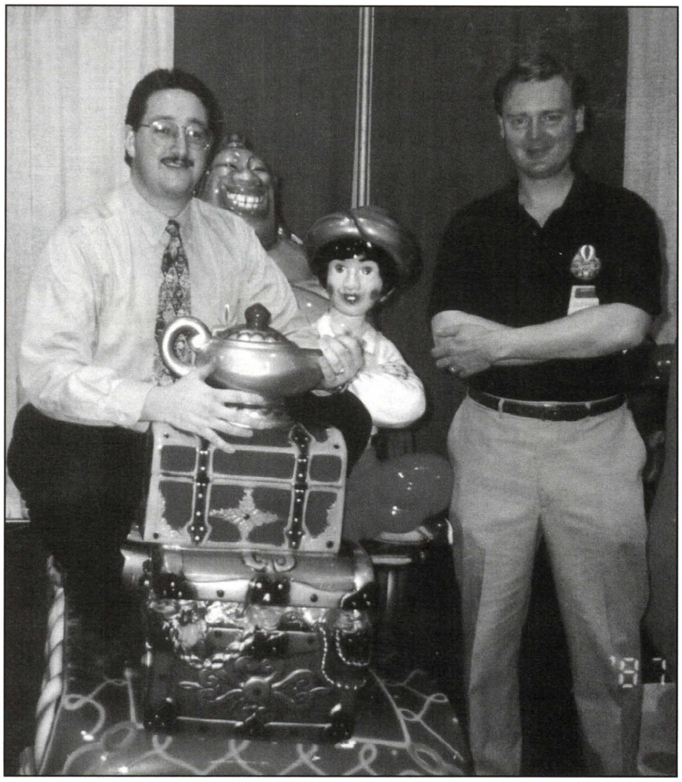
Leisurexpo grows to meet FEC market demand



By a display of Zamperla kiddie rides at Leisurexpo: Jeff Kagan (l) of Kagan Amusements and David Martin of Zamperla.

Leisurexpo has carved out a niche for itself on a busy entertainment industry calendar crowded with trade shows. The fifth annual event, held Feb. 15-17 in Orlando, Fla., boasted over 500 booths and over 6,000 buyers, according to show coordinator Al Barry.

Family entertainment centers continue to be a growth area and Leisurexpo is strategically positioned in between other longer running shows right before the spring buying season. Barry explained, "We are now established as the winter show for the FEC industry."

Another key to the show's success is diversification, seen in the increasing number of sponsoring associations: the Soft Serve and Fast Food Association, the Miniature Golf Association, and the Souvenir and Novelty Association. Barry was happy to announce the 1996 addition of the Resort and Commercial Recreation Association. National associations have been coming on board at a rate of one per year, said Barry.

Members of the coin-op community that exhibited included A & A/Parkway, Design Plus, Exidy, Birmingham Vending, Falgas USA, I.C.E., Green Coin Machine, Hamilton Mfg., Klopp Intl., Roger Williams Mint, U.S. Amusement Auctions, Wico Corp., and Zamperla, among others.

The broad range of exhibitors displayed product that went from go-karts to laser tag and motion simulators to miniature golf course builders. Food service companies tempted attendees with cakes, candy, cookies, churros, donuts, nachos, pizza, and refreshing icy fruit drinks.

Educational seminars numbered 25 and listed well-known speakers such as Pat Esgate of Disney Cruise Lines, Joe Giovagnoli of Master Pitching Machine, Steve Hix of the International Recreational Go-Kart Association, Frank Seninsky of Alpha Omega, and Randy White of the White Hutchinson Entertainment Group.

Seminar topics covered batting cages, concessions, trends in technology, go-kart maintenance and repair, marketing, insurance, personnel practices, group sales, common redemption game mistakes, high-tech fun, water attractions, skating, and revenue-sharing games.

Here is what some attendees had to say about the show:

Charles Caplan of Birmingham Vending—"We've had a lot of FECs come into our booth, a lot of people from out of the country. We've had a very good mix. It seems like it's been a good show for us; our booth has been busy all day. You just have to wait until after the show to see the real results."

Gene Brogowski of I.C.E.—"It (traffic) has been very brisk and the customers have been very educated customers with good questions. It has been a positive show."

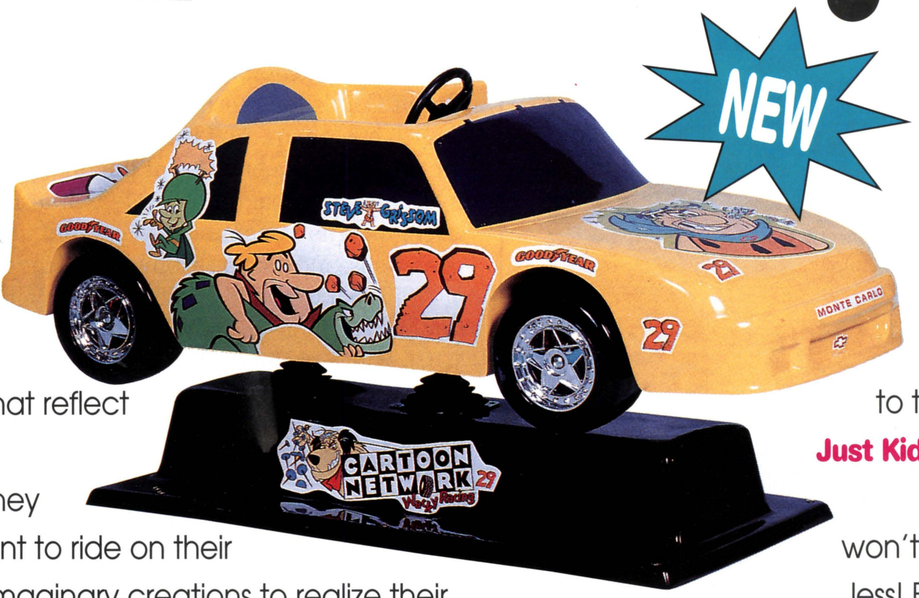
Shawn McAninch of Intersphere USA—"I think we'll get several sales from this show. I'm very pleased."

Joseph Pandolfo of Pocono Mt. Amusements—"This show solved my problem. It gave me an immediate return on the information I needed. I spent three days here and saved a month's worth of running around. You can't ask for better than that."

John Henthorn of Naturice—"It's been a great show with good, interested prospects. We should get a lot of business out of this."

Plans are already underway for Leisurexpo '97, Jan. 16-18 at the Orange County Convention Center in Orlando. For details contact Barry, (305) 448-7976; fax (305) 448-4630.

Profit from the Driving Force



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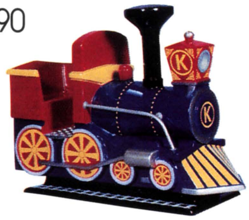

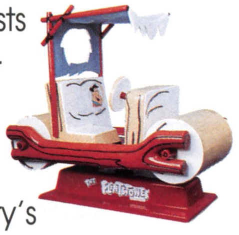

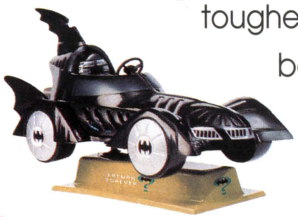

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For information on equipment and service, contact the Just Kiddie Rides Sales Office.

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Skee-Ball introduces powder coat finishes

SKEE BALL
LIGHTNING
LIGHTNING

***Skee-Ball Lightning* is one of the games that will be treated with Skee-Ball's new powder coat finishing system**

Skee-Ball Inc. has recently introduced a new powder coat finishing system at its Phoenix, Ariz., manufacturing plant. The new equipment increases metal finishing quality while allowing over twice the production capability from the previous liquid system.

A durable finish, environmentally safe process, quick and easy color changes, and nearly zero waste are just some of the state-of-the-art features of this automotive quality finish. It will be applied to all of the company's metal-based products, such as *Super Shot Deluxe, Super Shot Prize, UBQB II,* and *Hightops,* as well as specific metal componentry on *Skee-Ball Lightning* and *Skee-Ball Too!*

"This significant capital investment represents Skee-Ball Inc.'s commitment to continued product enhancement for long-term product durability, earnings, and customer satisfaction," said company executive vice president Mark Kane. "We are determined to maintain our worldwide leadership role in terms of product quality and popularity."

Green to take over Mondial Pittsburgh

Green Coin of Pennsylvania has purchased certain assets of Mondial Distributing's Pittsburgh branch and taken over the office operations, Mondial president Richard Sarkisian announced.

"The transaction is a perfect fit for both organizations as Green Coin's long-term plan includes an expansion of its branch operations. And Jan Green, who will be involved with the day-to-day operations of the branch, is a Pittsburgh native," Sarkisian said. "The sale will also allow Mondial to strengthen its remaining offices, continue to streamline its operations, and take distribution into the next century.

"Mondial would like to thank its loyal suppliers and customers for their support in the Pittsburgh market since 1991," he continued. "We are certain that Green Coin will continue the same enthusiastic sales effort and excellent parts and service support that are hallmarks of Mondial's operations."

3Dfx Interactive supports Apple QuickDraw 3D RAVE

3Dfx Interactive has announced its support for the Apple QuickDraw 3D RAVE API, enabling games written for Power Macintosh, Microsoft Windows 95, and Windows NT platforms to take full advantage of the real-time performance made possible by the company's unique 3-D graphics accelerator, Voodoo Graphics.

"Voodoo Graphics coupled with QuickDraw 3D RAVE provides developers a cross-platform, high-performance solution for designing 3-D games for the Power Macintosh," said 3Dfx founder and marketing vice president Ross Smith. "QuickDraw 3D RAVE will increase the market for our Voodoo Graphics OEMs by insuring our collective hardware will work with a broad base of 3-D games and tools."

QuickDraw 3D RAVE (Rendering Acceleration Virtual Engine) API (Application Programming Interface), put out by Apple, enables developers to transparently access 3-D graphics accelerators for maximum speed and throughput while also providing exceptional 3-D rendering speed in software.

3Dfx, along with Alliance Semiconductor, has also voiced its support for Microsoft Direct 3D, which should similarly bring Voodoo Graphics' capabilities to games written for Windows 95.

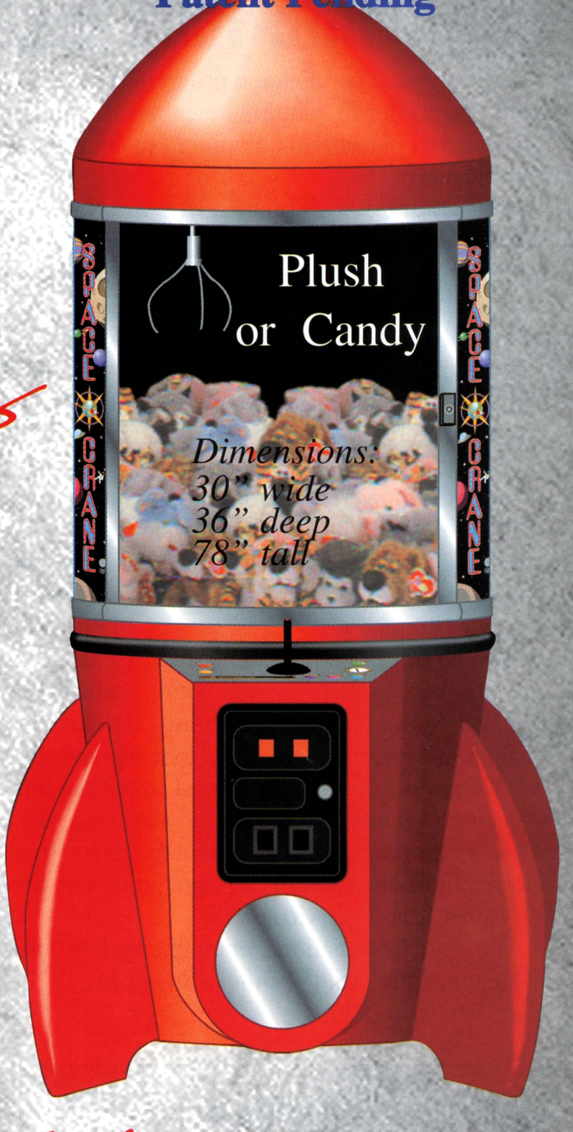
"Microsoft has incorporated a remarkable level of scalability into Direct 3D, which makes it the most comprehensive PC API available to developers," Smith said. "Similarly, 3Dfx Interactive has designed Voodoo Graphics with far more than the basic features required for elementary 3-D. This means the combination of Direct 3D games on Voodoo Graphics should set the standard for texture-mapped action."

Smart Industries' New Releases

THE WALL STREET JOURNAL
What's New

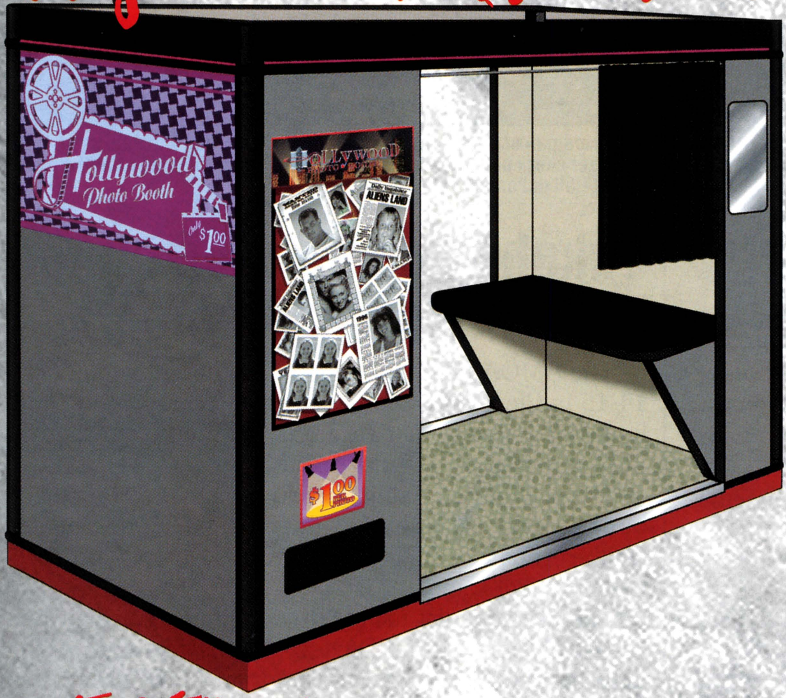
Space Crane

Patent Pending


SPACE CRANE
Plush or Candy

Dimensions:
30" wide
36" deep
78" tall

Hollywood Photos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Vending manufacturers begin interface test

A testing and certification program that will place an electronic controller in vending machines that would enable all vending and peripheral equipment to communicate has gotten underway.

This voluntary compliance with the National Automatic Merchandising Association's International Multi-Drop Bus Interface Standard will provide uniformity for vending operators and allow a coin mechanism from one manufacturer to be installed in a vending machine next to a bill acceptor from another manufacturer, along with a card reader from a third company. Further, the standard will ensure that all will work interchangeably.

The standard was adopted in late 1993 as the popularity of bill acceptors, credit cards, and debit cards began to grow. NAMA felt the industry needed a standard to ensure that all of the electronic devices are compatible. The standard defines the serial bus interface for electronically-controlled vending equipment.

Testing equipment is being designed and developed for use by the manufacturers who build control boards and peripheral equipment to the standard. The testing program is being developed by an independent engineering firm.

When the system is completed sometime this spring, certification of compliance with the standard will be possible. After a manufacturer's equipment meets the specifications in the standard, that specific equipment can be identified with a "NAMA Listed" service mark.

For more information, contact Larry Eils, NAMA director of Health, Safety, and Technical Standards; (312) 346-0370; fax (312) 704-4140.

IAAPA expands training seminars

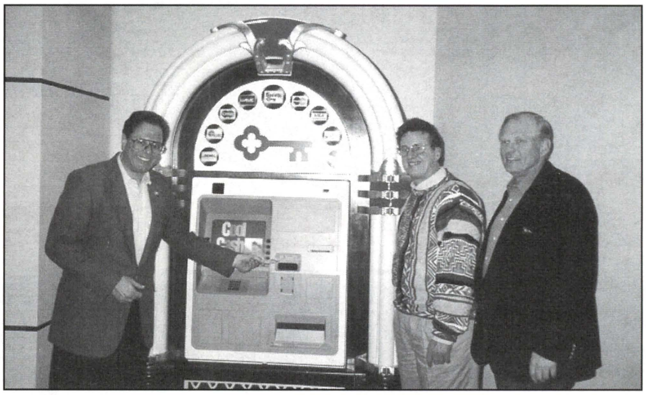
Following the success of last year's program, IAAPA has expanded its exhibitor training seminars this year. The first session was held late last month in Alexandria, Va.

The first session was conducted by Susan Friedmann, president of Diadem Communications. Her presentation focused on long-term objectives and goal setting, marketing, mailings, and cultural awareness.

Friedmann's second session, to be held in Myrtle Beach, S.C., Sept. 16-17, will concentrate on marketing and training ideas that exhibitors can use during the last two months before the IAAPA convention and trade show in New Orleans.

She will look at sales techniques, do's and dont's of booth sales, press releases, mailings, and much more. For more information, contact assistant director of exhibitions Marc Parsont, (703) 836-4800; fax (703) 836-4801.

Industry members gathered in Cleveland for a long-term planning and brainstorming session of AMOA's Jukebox Promotion Committee.



Joel Friedman of Rowe, Jim Hayes of Gem Music, and Joe Pankus of Wurlitzer check out an ATM machine that resembles a jukebox at the Rock n' Roll Hall of Fame.

Jukebox committee tours Rock n' Roll hall of fame

The AMOA Jukebox Promotion Committee met Feb. 14-15 in Cleveland, Ohio, for a long-term planning and brainstorming session to determine the future direction of the committee and prioritize goals.

The agenda focused on increasing coin drop and jukebox sales, as well as sharing ideas, insight, and expertise. On the evening of the first day, attendees toured the Rock n' Roll Hall of Fame.

The attendee list included committee chairman Jim Hayes of Gem Music, Dayton, Ohio; vice chair Mike Leonard of Coin-Op Specialists, Adrian, Mich.; Fred Newton of AMOA, Chicago; and Cathy Carapella of Diamond Time, New York.

Operators at the meeting were: John Estridge of Southern Games Distributing, Nashville, Tenn.; Manley Lawson of Lawson Music, Winter Haven, Fla.; Kenny Price of Price Music, Barboursville, W.Va.; and Ross Todaro of TAVS Inc., Bryan, Texas.

Manufacturers who traveled to Cleveland were: Joel Friedman of Rowe Intl., Whippany, N.J.; George Haydocy and Glenn Streeter of Antique Apparatus/Rock-Ola, Rosemont, Ill.; John Margold of NSM-America, Bensenville, Ill.; and Joe Pankus of Wurlitzer, Moonachie, N.J.

Several performing rights representatives were there as well: Paul Bell of BMI, Nashville, Tenn.; Deborah Houghton of SESAC, New York; Melonie Krisza of the Jukebox License Office, New York; and Bill Lee of ASCAP, New York. Rounding out the attendee list were Harvey Campbell of Harvey's Music, Pittsburgh, Pa., and trade journalist Jeremy Tepper of New York.

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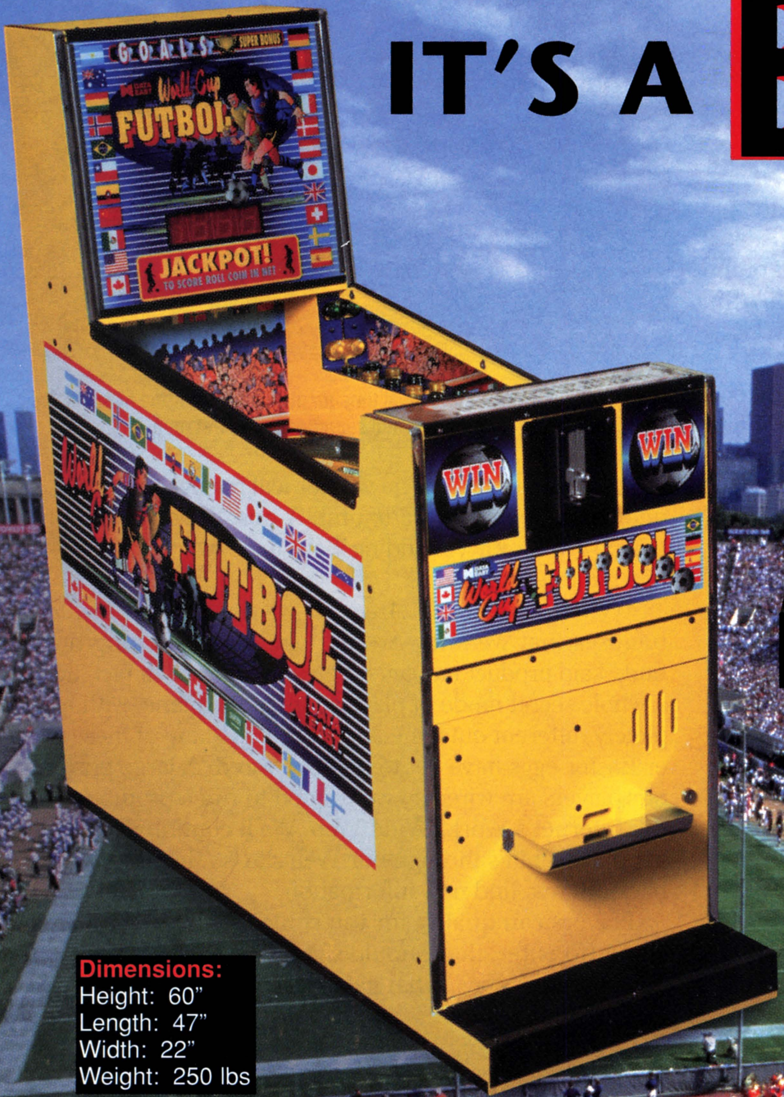
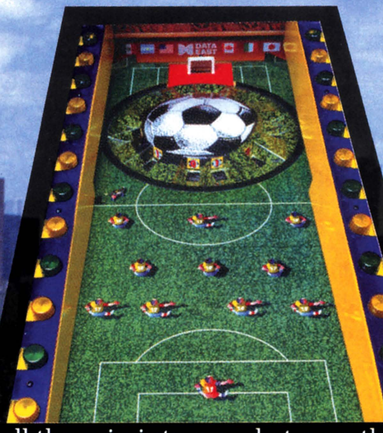


Dimensions:
Height: 60"
Length: 47"
Width: 22"
Weight: 250 lbs



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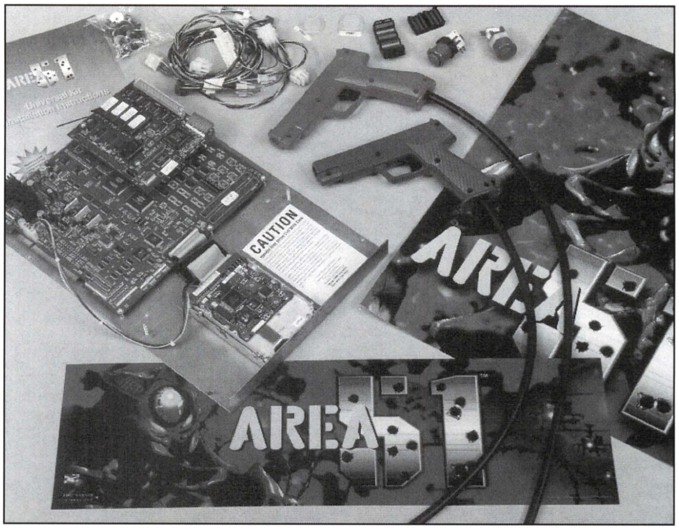
Pennsylvania operator wins *Area 51* game



Area 51 kits are available, just in time for players to enter the national *Area 51* Operation Shootout contest and search for 14 secret rooms.

Michael Patz of M & P Amusement in York, Pa., was the big winner when Time Warner Interactive held a sweepstakes drawing for an *Area 51* kit. The sweepstakes was part of the overall marketing campaign for the game begun at AMOA '95.

"I've never won anything before so it was a nice surprise," Patz said when he heard the news.

"This promotion was one of the most successful to date as we had a high response rate from the trade shows, open houses, and direct mailers we sent," said TWi marketing vice president Mary Fujihara. "It's also good to hear a satisfied customer, as it turns out that Mr. Patz has a few *Area 51* games and he is very happy with the return on investment."

Area 51 banners and T-shirts were won by 22 other operators. Although each winner received a notification letter in the mail, any operator interested can write to TWi and receive a complete list of the winners.

The game was released as a kit last month, along with the announcement of a national *Area 51* Operation Shootout contest. Promoted over the Internet and *Area 51* World Wide Web site, the contest offers players the challenge of finding all 14 secret room entrances hidden in the six levels of the game.

The rooms, each of which has a name such as Egg Cellent or Chow Palace, are not a normal part of the game play; they can be entered only after shooting a certain sequence of objects within the game. The winner will receive their very own dedicated *Area 51* arcade unit. A host of additional prizes will be given away, including T-shirts, STAAR Team dog tags, and limited-edition pins.

"When we created *Area 51*, we put in a lot of hidden bonuses that we knew would take players a long time to find," said product manager Derryl DePriest. "In fact, there is a whole secret mode of play buried in the game, with a completely different outcome and storyline. Many of these trickier Easter eggs have yet to be discovered. A large portion of our players are wired so we wanted to run a promotion over the Internet's World Wide Web. We'll continually be offering players hints through our Web site, so they should check back often to find new information."

Players can qualify for the contest on any *Area 51* machine. To enter, they should send a list of the names of the 14 separate rooms, what game play features unlocks each, and their home address and phone. Entries can be delivered through the *Area 51* World Wide Web page (http://pathfinder.com/twi/area51), via e-mail (area51@agames.com), or by sending a letter to TWi, Attention *Area 51* Contest, 675 Sycamore Dr., Milpitas, CA 95035. They must be received by July 1.

Konami, Matsushita to develop new motherboard

Konami and Matsushita Electrical Industrial Co. will jointly develop a new 64-bit motherboard for video game machines used in amusement arcades. The motherboard will be released with Konami's related game software by the end of 1996.

Konami says it plans to adopt Matsushita's 64-bit M2 system to develop action video game software using 3-D computer graphics. The price of the motherboard will be under $2,000. Konami will supply 5,000-10,000 boards for each software title to amusement arcades worldwide. Konami expects total annual profits to expand $20 million or more as a result of the new product.

Although Konami also develops motherboards, the company has decided to use Matsushita's motherboard for 3-D computer graphics to cut development costs. Matsushita has already announced a plan to apply 64-bit graphic processing technology in a wide number of areas, including arcade games and personal computers.

Video gaming on hold in Wisconsin

The state Senate will not vote on any bill legalizing video gaming in taverns in Wisconsin according to legislative leaders, the AMOA *Legalized Gaming Guidepost* reported.

Legislators reportedly plan to adjourn for the year in mid May, and neither house of the legislature at press time had voted on the issue. Constitutional questions concerning a ban on gambling expansion continue to loom as well.

Legislators have been holding hearings across the state, where they have heard testimony from lounge and restaurant owners who say they have been hurt by Indian casinos in the state.

Without a way to compete with Indian casinos, they say things will continue to get worse. The legislature is also considering a bill that would ban all forms of gambling, including the lottery and Indian gaming.

Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity

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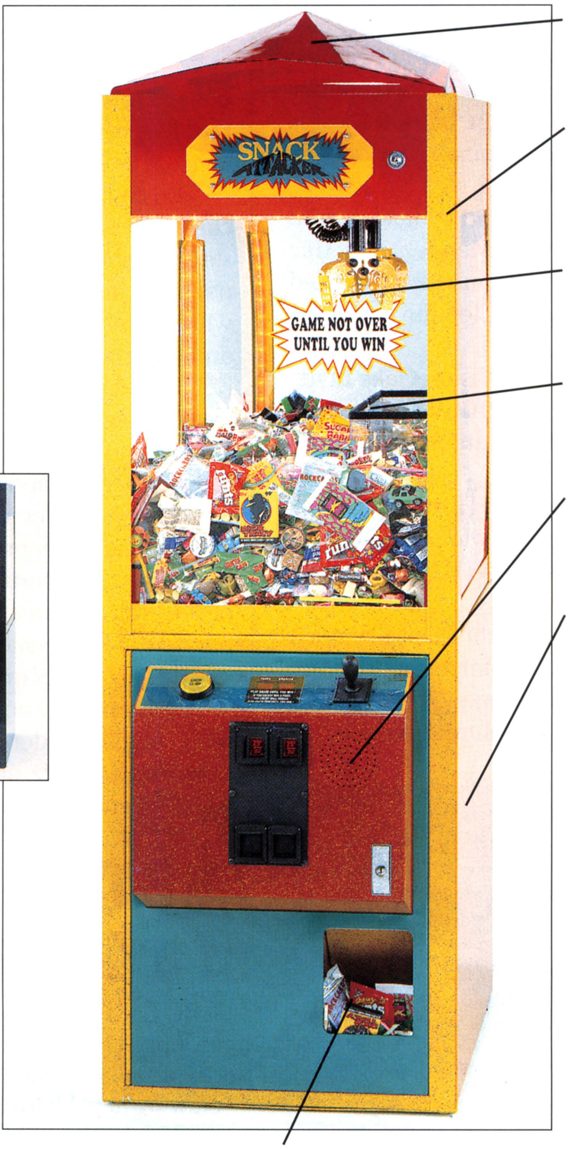

New Dome/New Lighting
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Streamlined Cabinet
Sleek Lines, Larger Service Door Opening, Easy Interior Access with Storage. Recessed T-Handle.

New Claw Action
Full Perimeter Coverage and New Plush Claw Option.

Chute-in-Back Design and Built-In Tilt Switch
No Forward Tilt Cheating!

New Sound Effects
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Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity

Williams opens regional offices in Mississippi

Williams' subsidiary WMS Gaming has moved south with the opening of a sales and service office in Gulfport, Miss., and a second service office in Tunica, Miss.

"The amount of gaming activity in and around Mississippi warranted the need for Williams to establish sales and service locations in order to address the needs of our many customers," said James Jackson, senior vice president of gaming operations. "As Mississippi has increased its casino capacity to a level second only to Nevada so has the market for our product lines of *Platinum FX* slots and *Quantum XL* videos."

Overseeing the operation in Gulfport is Neil Nicastro II, regional sales manager. He will be supported by field service technicians Kevin Higginbotham, Andy Mendez, and Mac McClendon. Prior to joining Williams, Higginbotham worked at Grand Casino Biloxi; Mendez and McClendon were service technicians for IGT.

The Gulfport office is located at 945 Vision Oaks Blvd., Suite 1; (601) 897-3600; fax (601) 897-9060. The Tunica office is located at 1038 Highway 61 South, Suite 2, (601) 363-1127.

In Tunica, Karl Beatty and Robert Van Horn will be the field service technicians on staff. Beatty comes to Williams from Treasure Bay Casino in Mississippi; Van Horn worked for Argosy Casino.

"The combined skills of the five new technicians brings an improved level of customer service to this important region," said Jackson. "For Williams, providing timely and efficient customer service is a key element to our future success."

Riverboat gaming show set for New Orleans

Shifting from a traditional fall date, the 1996 Riverboat Gaming Congress & Expo will be held at the Ernest N. Morial Convention Center in New Orleans, La., May 2-3.

The event offers an extensive educational program and trade show devoted to the riverboat and dockside gaming industry. Seminars will cover topics as varied as the future of riverboat gaming, jurisdictional status reports and forecasts, successful referenda, joint marketing, human resources, security, and vessel operations and designs.

Show organizers say the economic impact of floating casinos is undeniable with approximately $5.3 billion in revenue generated in 1995. As many as 70 riverboat and dockside casinos will be afloat in Illinois, Indiana, Iowa, Louisiana, Mississippi, and Missouri.

For more information, call (516) 536-0123 or (800) 645-3437; fax (516) 536-3390.

Q-Zar sells stock shares

Laser tag manufacturer Q-Zar Inc. recently announced that the company has successfully registered its common shares with the United States Securities and Exchange Commission (SEC) and that shares are now listed and available for trading on the NASDAQ National Market under the symbol QZARF.

"We expect this new listing to give our current shareholders the benefit of greater liquidity through the NASDAQ National Market's extensive North American network," said company president and CEO Tom Butler. Q-Zar, founded in 1993, has been listed since last year on the Toronto Stock Exchange.

"A more extensive listing will also give potential shareholders easier access to an equity stake in the unique and rapidly-growing integrated entertainment technology concept that Q-Zar represents," he added.

The company has also entered an agreement to purchase, for $8 million in Q-Zar common shares, all the outstanding shares of Entertainment Technologies Inc. (ETI) of Dallas, Texas. As part of the agreement, Andrew Adler, who has more than 17 years experience in the real estate and entertainment industries, will continue as president of ETI and will become a senior officer of Q-Zar.

"At Q-Zar, we are always looking for new and innovative ways to enhance our distribution concepts, such as Q-City and Q-Kidz, and expand the distribution of our leisure technology," Butler said. "This agreement with ETI represents a unique opportunity for Q-Zar to take advantage of ETI's special expertise in the under-12 market with our new Q-Tag system and to accelerate the development of our new Q-Kidz centers."

ETI specializes in family entertainment centers under the brand name Fun Time Pizza and focuses on families with children under 12. Three centers, which will be rebranded as Q-Kidz, are currently operating, and four more will be opened this year.

ABC Coin sees change of a different kind

ABC Coin Sorting and Counting Supply Inc. has recently been purchased by new owners and moved to a suburb north of Dallas, Texas.

New owners Sharon and Jim Fox have located the company at 8524 Fifth St., Frisco, Texas, in a new 6,000-square-foot building. This has made room for a broader inventory and expanded service and manufacturing space. A spacious showroom provides local customers an opportunity to receive hands-on training on the full line of equipment.

The change in ownership essentially returns the business to its original family after 10 years. Sharon's father, S.L. Ehrle, started ABC Coin over 20 years ago. Sharon serves as president and sales manager; Jim manages the service, product development, and manufacturing areas of the business.

"Meeting the needs of vendors, both large and small, has always been at the center of ABC Coin's success," said Sharon.

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APA tournament season underway

Last month saw the beginning of the 1996 American Poolplayers Association (APA) tournament season with the staging of several regional qualifying tournaments for the Camel 8-Ball Classic.

The APA is the sanctioning body for the nation's largest amateur pool league. For 8-Ball it is known as the Bud Light Pool League or American Pool League and as the Canadian Pool League in Canada. The association also coordinates and oversees the Dynamo 9-Ball League nationwide.

APA members enjoy weekly league play at over 6,000 APA host locations. Membership in the APA increased to more than 142,000 in 1995. Each year the APA produces three national tournament events open to APA members. They include: the Camel 8-Ball Classic (formerly the U.S. Amateur Singles Championship), the Dynamo 9-Ball National Team Championship, and the Bud Light 8-Ball National Team Championship. A fourth tournament, the U.S. Amateur Championship, is open to both APA and non-APA members.

Here's a look at the rest of the tournament schedule:

April 25-27: Camel 8-Ball Classic National Championship, St. Louis, Mo.

May 1: Entry Window Opens for U.S. Amateur Championship.

May-June 11: Local team championships for Bud Light and Dynamo 9-Ball Leagues.

Aug. 3-5: Dynamo 9-Ball Team Championships, Las Vegas, Nev.

Aug. 3-5: Bud Light 8-Ball Team Championships Ladies Division, Las Vegas, Nev.

Aug. 5-10: Bud Light 8-Ball Team Championship Open Division, Las Vegas, Nev.

Aug. 15: Entry window closes for U.S. Amateur Championship.

Sept. 21-22: Fall regional tournaments for 1997 Camel 8-Ball Classic.

Sept. 28-29: U.S. Amateur Championship preliminary rounds.

Nov. 2-3: U.S. Amateur Championship, Las Vegas, Nev.

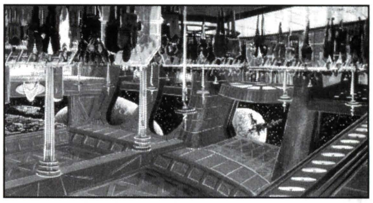
For more information about the APA and/or these sanctioned events, call (800) 372-2536.

New attraction coming to Las Vegas Hilton

Developers recently broke ground on a project at the Las Vegas Hilton that will bring to life the future as popularized by one of the most renowned television properties ever, "Star Trek."

Star Trek: The Experience is a $50 million joint venture between Paramount Parks and the Las Vegas Hilton and will incorporate an unmatched variety of entertainment elements including a simulator ride, state-of-the-art computer games, interactive video and virtual reality stations, retail shops, and a themed restaurant and lounge.

Visitors will be able to see, feel, touch, and live what it is like to be a Starfleet crew member as The Experience takes them on an intergalactic journey. The attraction is scheduled to open in the Spring of 1997.



Paramount Parks and the Las Vegas Hilton recently broke ground on a project at the hotel that will bring to life the future as popularized by the television series "Star Trek."

Conceptualized by Paramount Parks, under the guidance of the Paramount Television Group and the creators of "Star Trek," the attraction aims at representing a new era of interactive entertainment. Both Paramount Parks and the Paramount Television Group are units of Viacom Inc.

"With this attraction, Paramount Parks is bringing to life the one virtual adventure millions of Americans have shared for 30 years, 'Star Trek'," said Jane Cooper, president of Paramount Parks. "At Star Trek: The Experience visitors will be beamed up to the world of 'Star Trek' where for the first time ever they can dine, shop, and play in the 24th century. It's a 20th century dream come true 350 years ahead of time."

Added Gary Gregg, president of the Las Vegas Hilton: "Las Vegas is the perfect location for this attraction and the Las Vegas Hilton is the ideal site. It is our goal at the hotel to offer our guests the best, the newest, and the most thrilling in events and accommodations. Star Trek: The Experience will beam the Las Vegas Hilton, and all of Las Vegas, into the 24th century."

Fun Expo heads to Las Vegas

Staking a claim as the only amusement trade show to be held in the west this year, the sixth annual Fun Expo (The International Family Fun Center & Miniature Golf Show) will take place Oct. 9-12 at the Sands Expo Center in Las Vegas, Nev.

"Las Vegas is entertainment at is best; it's the natural West Coast choice," said show manager Bailey Beeken. "By traveling the show between coasts, we can ensure that people from around the country, and those in Central/South America, Canada, and the Pacific Rim, can take advantage of the great business opportunity that Fun Expo offers."

Beeken said scheduling the trade show Thursday through Saturday, with seminars beginning Wednesday, will also make it more accessible to attendees. Over 1,000 exhibitor booths from 400 different companies are expected to greet an estimated 8,000 attendees at this year's Fun Expo.

The sixth annual Fun Expo will take place Oct. 9-12 at the Sands Expo Center in Las Vegas.

According to Beeken, the trade show has continued to prosper "not only because of the growth in the FEC market, but because so many family-oriented businesses have seen the value of adding family amusements. Fun Expo has made sure to offer something for them all."

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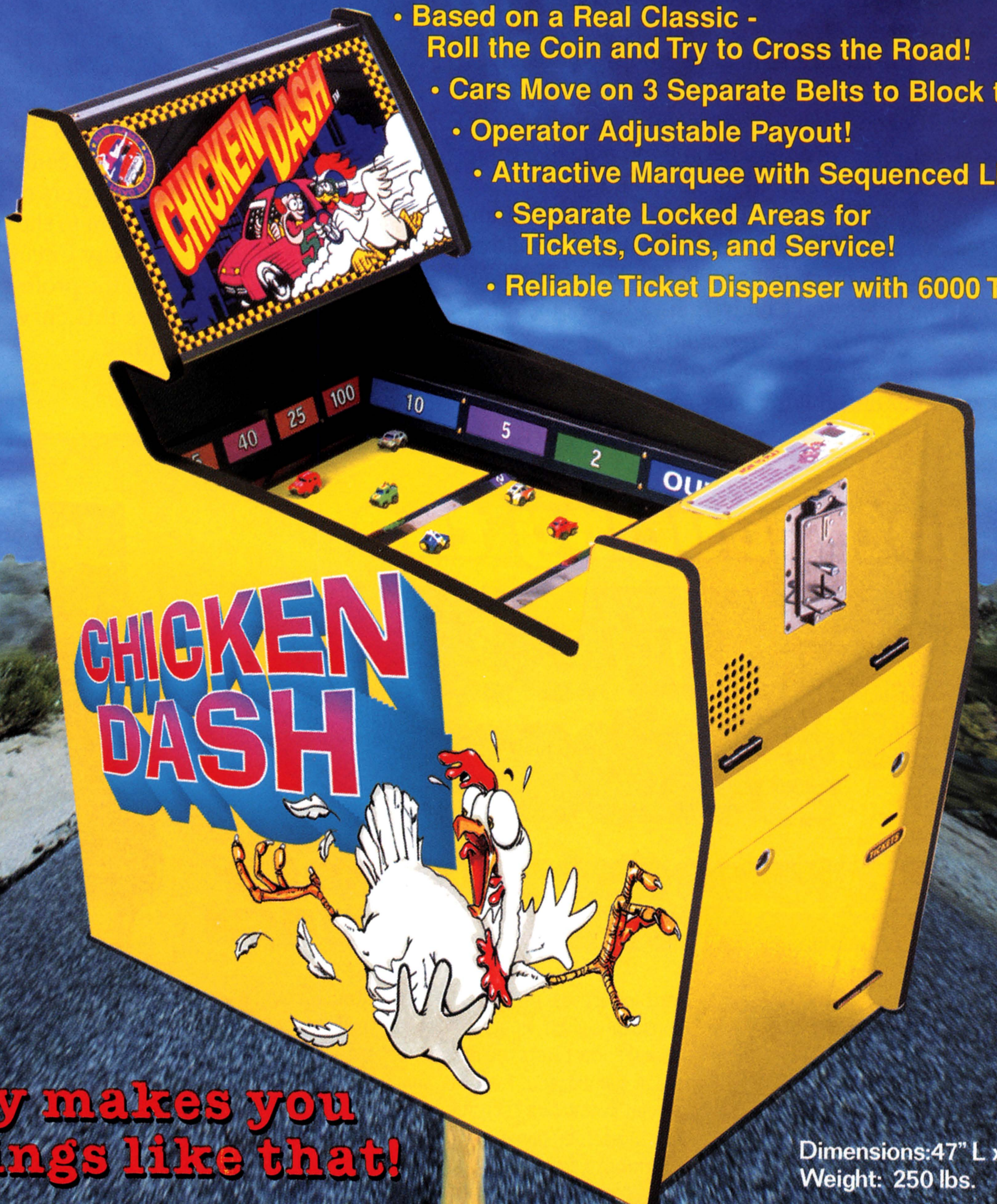

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Explorations opens new spot in Florida

Explorations has celebrated the grand opening of its newest indoor fitness and entertainment center, designed for children 12 and under, at Boynton Lakes Plaza in Boynton Beach, Fla.

The facility's centerpiece is a two-story, 5,000-square-foot, nautically-themed, playstructure called the U.S.S. Explorer featuring 40 activity stations.

"Exercise professionals, physical therapists, ergonomic designers, and bio-engineers worked with Explorations to be sure that each of the children's muscle groups will receive a workout during play," said Explorations founder and president Michelle Tucker. "We're very oriented toward health and fitness, and even have a mascot on hand named Sammy the Sailor to teach children about nutrition and exercise."

Additional features include: The Galley Restaurant and Salad Bar featuring a healthy menu for adults and children, party and meeting rooms, adult and kiddie lounges, arcade games and kiddie rides, and Childwatch—a two-hour, supervised drop-off program for children aged 4-12.

Explorations also offers ShipShape, a fitness play program designed for parents and children ages six months to six years.

Namco releases *Victory Lap* kit

Namco has announced the release of *Victory Lap*, a driving kit made available to update *Ace Driver* deluxe and standard games. *Ace Driver* was named best product at IAAPA '94.

According to Namco, *Victory Lap* will have all the standard features of *Ace Driver*, including 3-D, texture-mapped, polygon graphics; innovative feedback steering; and the side-to-side seat action in deluxe versions.

In addition, to the standard *Ace Driver* features, *Victory Lap* offers two new courses. The Serow Valley Circuit is a high-speed, wide race course. This course fuels the competitive aspect as players race fender to fender waiting for the right moment to slip past other cars and win the race. The Capitalcity Circuit is a highly technical course designed with the professional racing fanatic in mind. Namco says this curvy course has more turns than Lombard Street.

Introducing the MEGATOUCH™ 19" Cabaret

The hottest game that sits on the bar is also a game that stands on it's own!

Merit Industries, makers of the Megatouch countertop (consistently on REPLAY's list of "Top Ten Location Pieces") now offers the new 19" Cabaret! You get all the great games and features that won AMOA's "Most Played Innovative Technology" two years straight *plus* the big-screen game play that a full 19" monitor offers! All this in a sleek, stylish cabinet design. Call today!

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Evans & Sutherland to pursue VR with Q-Zar

Evans & Sutherland Computer Corp. has signed a collaboration agreement with Q-Zar to begin a multimillion dollar development project for a next generation virtual reality entertainment experience.

The parties say the agreement will combine the technical strengths of 3-D graphics leader E & S with the consumer market experience of Q-Zar, which operates more than 160 sites throughout the world.

"There's been a continued demand in the entertainment market for affordable VR experiences," said E & S general manager Les Horwood. "Evans & Sutherland has the technology. Q-Zar's laser tag sites have already enjoyed tremendous success, and we are now excited to leverage the strengths of both companies."

Added Q-Zar chief operating officer John Cooke: "Virtual reality concepts have too often been technically driven, ignoring the demands of the consumer. Our market experience has convinced us that consumers want an experience beyond the realm of flight simulators and escapades in space.

"They want an immersive experience that transports them into an exciting new world. This is where we plan to take not only the consumer, but VR as well. The synergy between Q-Zar's entertainment expertise and worldwide distribution together with E & S' technical skills will combine to forge a highly marketable product."

Tom Butler, Q-Zar CEO, said the concept will be a stand alone 10,000-square-foot entertainment center that will provide an alternative concept for Q-Zar's retail estate. "It will also integrate within existing Q-Zar facilities," he said.

E & S presently markets products to a variety of entertainment and education markets, including installations in museums, planetariums, and location-based entertainment centers. Among their products are Digistar II, a digital planetarium system; Virtual Glider, a virtual hang gliding experience marketed in cooperation with United Artist Theaters for use in their Starport Centres LBEs; and Virtual Adventures, a high-throughput, fully interactive, networked experience co-developed with Iwerks Entertainment. ▲

News Briefs

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☛ A defense fund for Illinois operator Ted Furkin has been set up following a move by prosecutors to freeze his assets and require him to use a court appointed attorney to pursue his appeals. Contributions can be sent to Furkin Defense Fund, c/o Ray Shroyer, 1114 Bloomington, Streator, IL 61364.

☛ AIMS (Amusement Industry Manufacturers & Suppliers) Intl. has announced dates for this year's Amusement Industry Expo. The outdoor amusement trade show will be held Oct. 29-31 at the I-X Center in Cleveland, Ohio. For more information, call (800) 897-3942.

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Clear the playfield in combinations totaling "11". A highly addictive solitaire play!

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TriTowers
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Score 23,500
Cards are removed in up or down sequence. Clear all the cards and topple the towers!

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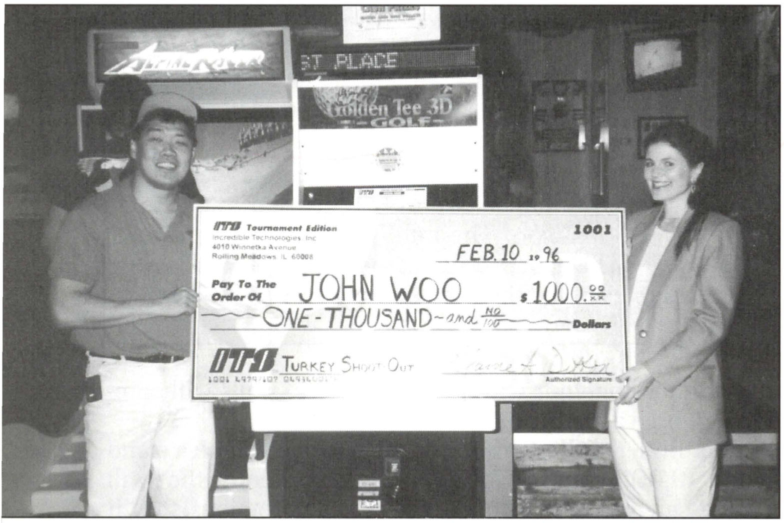

Incredible Technologies' *Peter Jacobsen's Golden Tee 3D Golf* tournament winners are singing the praises of the game and the tournament system. John Woo was the happy grand prize winner of the Turkey Shootout, the first tournament run on the networked video game. Woo, of Streamwood, Ill., accepted the award (a $1,000 check) from Elaine Ditton of Incredible Technologies. Said Woo: "I just love the golf game. I spent a ton of money getting good at this game and it's very cool to have the chance to win some of it back!" Incredible Technologies completed the second tournament Feb. 4 and a third tournament March 3.

TIME CRISIS
namco

Journalist John Lawrence, a writer for the Japanese coin-op trade press, was named the first Namco "Gameplaying Journalist of the Year" at the recent ATEI in London, England. Lawrence and other journalists participated in a three-day competition on Namco's *Dirt Dash* rally car race, *Alpine Racer* downhill/slalom skiing simulator, and *Time Crisis* shooting game. Namco chairman and CEO Mr. Masaya Nakamura (r) presented a silver trophy to Lawrence.

Mardi Gras madness gripped the New Orleans area in mid-February as parades took to the streets of the Crescent City and its suburbs throwing pearl beads, decorated cups, doubloons, and trinkets to the crowds that clamor, "Throw me something, mister!" One of the most anticipated parades is Endymion, a procession of superfloats and bands that ends with the Endymion Extravaganza in the Louisiana Superdome. Play Meter's advertising director Ron Kogos is a longtime member of the organization. This year he rode on float 21 which was dedicated to "Frankenstein" author Mary Shelley. Pictured, (l-r): Ron Mangapano, Martin Sher, Ron Kogos, Bob Barsley, and Tom Gray getting ready to ride.

"Marketing for Family Fun Centers" is the title of the first in a series of annual conferences that will address business management for the family entertainment center industry. The International Association of Family Entertainment Centers is one of the sponsors of the conference, which will welcome an estimated 150 owners and managers of FECs across the country. The two-day event is set for April 14-16 at Indian Lakes Resort in Chicago. Topics will include marketing techniques, identifying customers and building a database, advertising mediums, sales promotions, and customer service and guest relations. For more details, contact IAFEC, (914) 993-9297; fax (914) 993-9219; or via the e-mail address: iafec@aol.com ▲

INTERNATIONAL ASSOCIATION OF FAMILY ENTERTAINMENT CENTERS
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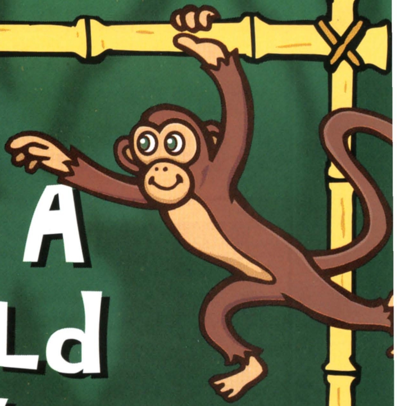

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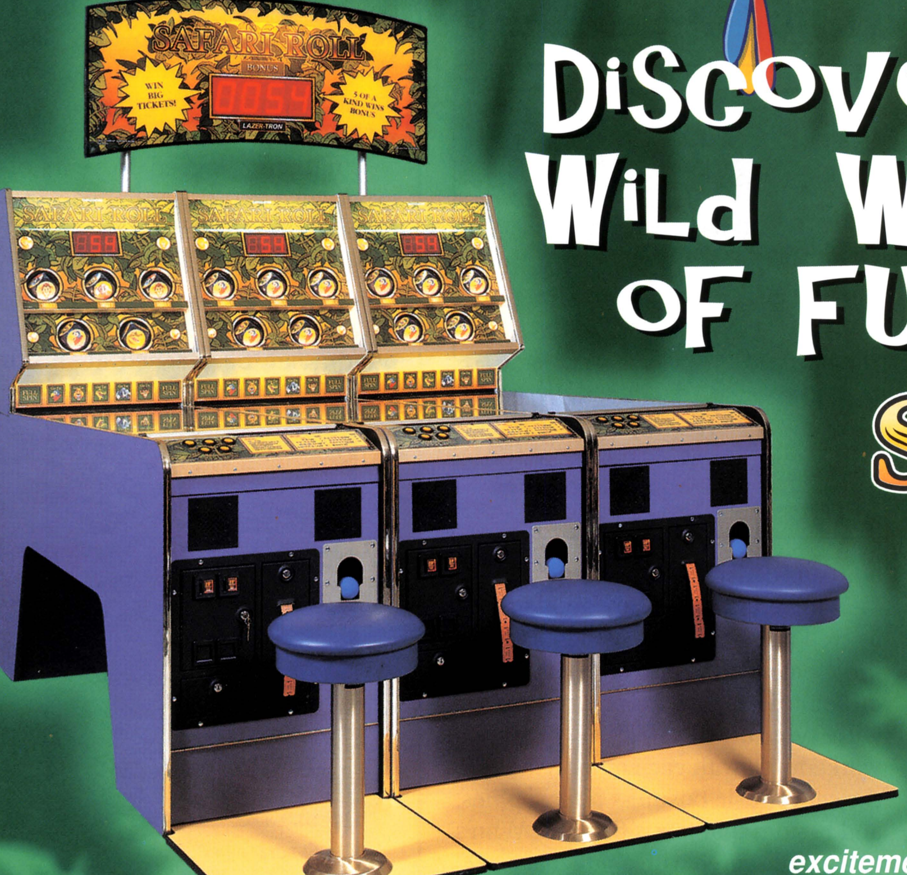

SAFARI ROLL™

New from LAZER-TRON

Players will be dizzy with excitement as they play Lazer-Tron's newest roll-down game, "Safari Roll!" Players roll 5 balls during the game to try to make combinations of animals on the spinning targets on the back wall. The game play is exceptional and is easy for young people to understand. The object is to form the best possible combination: i.e., one pair, two pair, three of a kind, etc. Players can try their luck again and again as they roll for the big tickets!

Bonus Jackpots

Players must roll 5 of a kind to win the jackpot.

Safari Roll is made by Lazer-Tron, the makers of the hit roll downs Spin To Win™, Jungle Rama™, Spin a 21™, Rollin' for Riches™, and other great games.

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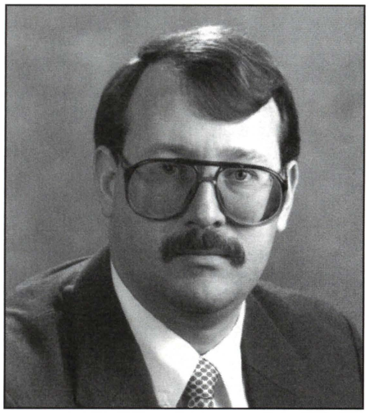
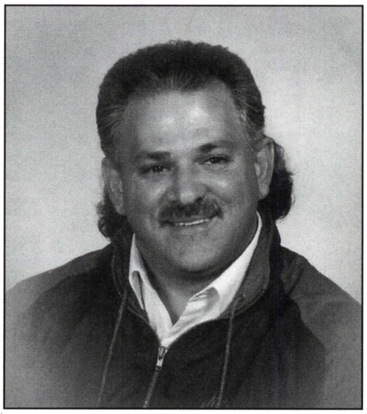
H. Betti promotes Wittler and Larson



Jim Wittler



Lou Larson

Two top managers in the Betson Distributing-Pittsburgh office have been promoted to division vice presidents. General manager Jim Wittler and vice president of sales and marketing Lou Larson have worked together for 10 years and co-managed the distribution branch for the last two years.

The announcement was made by H. Betti Industries president Joe Cirillo, who stated, "There are no two people in the industry who work harder at what they do than Jim and Lou. H. Betti Industries is proud to award these two gentlemen division vice president status because of their work ethic, past accomplishments in the coin distribution business, and the level of confidence we have in their management of our office in Pittsburgh."

Wittler began his coin-op career in vending sales with Eastern Music Systems in Philadelphia 14 years ago. He is currently on the board of directors of the Pennsylvania Automatic Merchandising Council and has worked at the grass roots level for dollar coin legislation for 10 years.

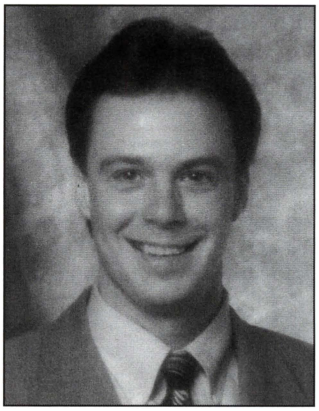
Larson began his career in distribution 20 years ago with Banner Specialty Co. He started in the warehouse and worked his way up to parts manager in a short time. He has worked in every area of the business, which included a post as general manager of the Bally distribution office in Pittsburgh. Larson is on the board of directors of the Pennsylvania Amusement and Music Machine Association.

Wittler and Larson are good friends as well as co-workers. When asked if this creates problems when it comes to difficult decisions, Larson responded with typical wit: "We have always worked well with each other. We share the same basic business philosophies, and besides that Jim is 6'7" tall. Who's going to disagree with a guy that size?"

Bundra joins CES

Joe Bundra has been appointed vice president of sales for Creative Electronics and Software Inc., a new company that provides electronic contract manufacturing and plans to become active in game development.

Bundra has logged 15 years of experience in the coin-op industry. Before accepting this post at CES he was vice president of sales for Bromley Inc. He also held positions at Konami USA and Interlogic Inc. Bundra can be reached at (847) 438-6864; fax (847) 438-7375.



Joe Bundra

Quick Silver taps Vanderhoof

Quick Silver Development Co. has added to its marketing and sales team by naming Jim Vanderhoof to the position of marketing manager for its amusement division.

According to Quick Silver's Alex Malavazos, "Jim will be a tremendous asset with his expertise, knowledge, and industry background."

Vanderhoof has been in the amusement industry since 1988. He was formerly with Sega Enterprises Inc. USA and Capcom. He can be reached at (510) 895-9699; fax (510) 895-9747.

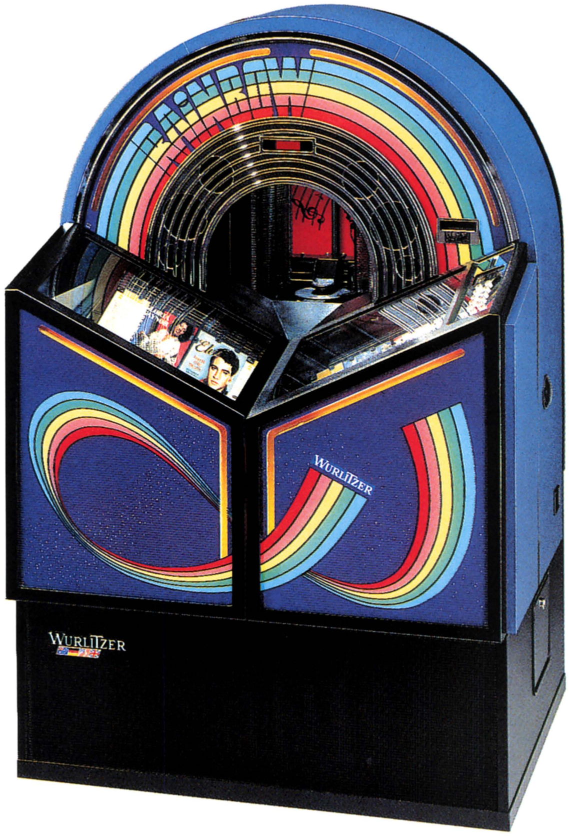
Heads Up names Guerrero

Heads Up Technologies Inc. has named Gilbert Guerrero to fill the post of program manager for the company's Laser Trek action-filled real-time laser tag game.

Guerrero was formerly audio/video manager for the "Jurassic Park" attraction at the Hollywood-based Universal Studios. Prior to that he was the technical coordinator for MCA Planning and Development's Porto Europa in Japan. He has over six years of theme park industry experience in the United States and Japan and 15 years of theatrical production experience.

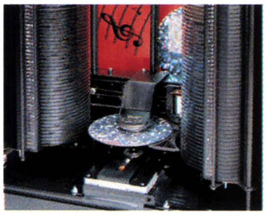
Heads Up president Rob Harshaw said, "We are proud to welcome Gilbert to the company. Our entertainment ventures will benefit from his theme park experience."

Guerrero can be reached at (214) 407-1131.



Put a new spin on profit.

With a unique high-tech tower changer offering the largest capacity of any commercial system — 120 compact discs — the new Wurlitzer Rainbow has heads spinning. The changer allows pay for play of 100 discs; the other 20 CDs are available for background music applications. Patrons can watch the changer's delivery and playback movements through a glass-protected arched front panel. Music selection is easy. Menu title pages flip back and forth at the touch of a back-lighted button panel. Eight album covers or over 100 tracks are always in full view. The efficient 200-watt amp drives six internal high-quality speakers. For establishments that require music in far-reaching areas, a power option 500-watt amp is available. The Wurlitzer Rainbow looks as stunning as it sounds. Its colorfully crafted exterior features traditional bubble tubes and a contemporary rainbow design. Plug it in and put a steady pot of gold in your establishment. Contact Wurlitzer or your Wurlitzer distributor for financing details. The Wurlitzer Rainbow. Its profit potential will have you spinning.


Wurlitzer's exclusive high-tech 120-CD "tower of music" changer.

Introducing the Rainbow

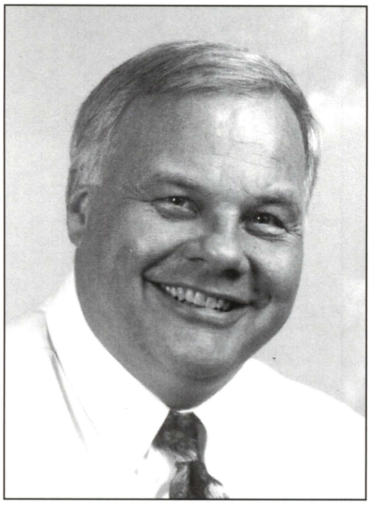
WURLITZER

Valley promotes Gatza

Valley Recreation Products has named Robert Gatza as plant manager at the Bay City, Mich., manufacturing complex.

Gatza began his career at Valley in October 1981 as supervisor of finish mill operations. He then moved up to manager of the model shop where he oversaw the preparation of fixtures for the production line. In 1985 he became production manager. Now he has the responsibility for all rough and finish mill, assembly, engineering, model shop, and shipping operations at the Bay City facility.

Said Bruce Allen, vice president of manufacturing and engineering, “Bob's regular advancements demonstrate a capability and commitment at every level that has been extremely valuable to Valley's growth. He has made—and is making—significant contributions to our continuing progress in improving product quality as well as overall productivity and efficiency.”



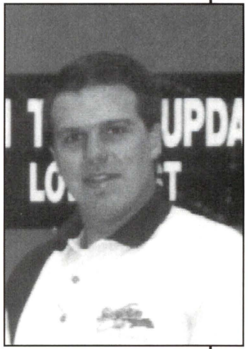
Robert Gatza

Rock-Ola appoints McAllister

Rock-Ola Mfg. Corp. has appointed Dan McAllister to the post of senior sales manager, with responsibility for the company's domestic and foreign markets.

McAllister will work with vice president of sales Frank Schulz and sales manager George Haydocy to strengthen Rock-Ola's distribution channels.

Company president Glenn Streeter commented, “We are very excited about adding Dan to our team and look forward to utilizing his leadership experience in the coin-op industry.”



Dan McAllister

Before joining Rock-Ola, McAllister was national sales manager for Merit Industries, where he was responsible for domestic sales for their product lines. Before that he held sales and management positions outside of the coin-op industry.

McAllister will have an office in Willow Grove, Pa. He can be reached at (215) 830-1442. ▲

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HAHA
HAHA
HAHA
HAHA

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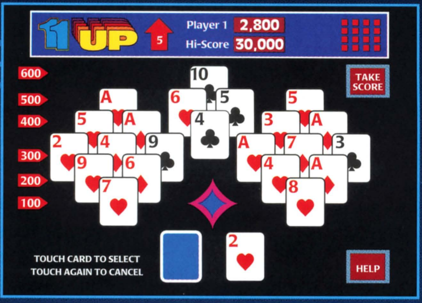
11 UP
5
Player 1 2,800
Hi-Score 30,000
600
500
400
300
200
100
TAKE SCORE
TOUCH CARD TO SELECT
TOUCH AGAIN TO CANCEL
HELP

Clear the playfield in combinations totaling "11". A highly addictive solitaire play!

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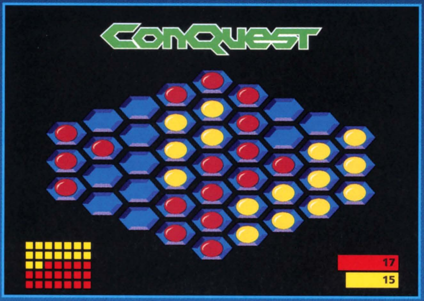
CONQUEST
17
15

A strategic battle to conquer the most territory. The right move can turn the tables!

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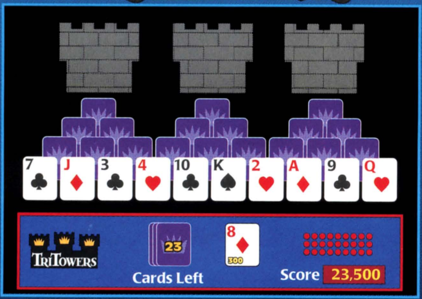
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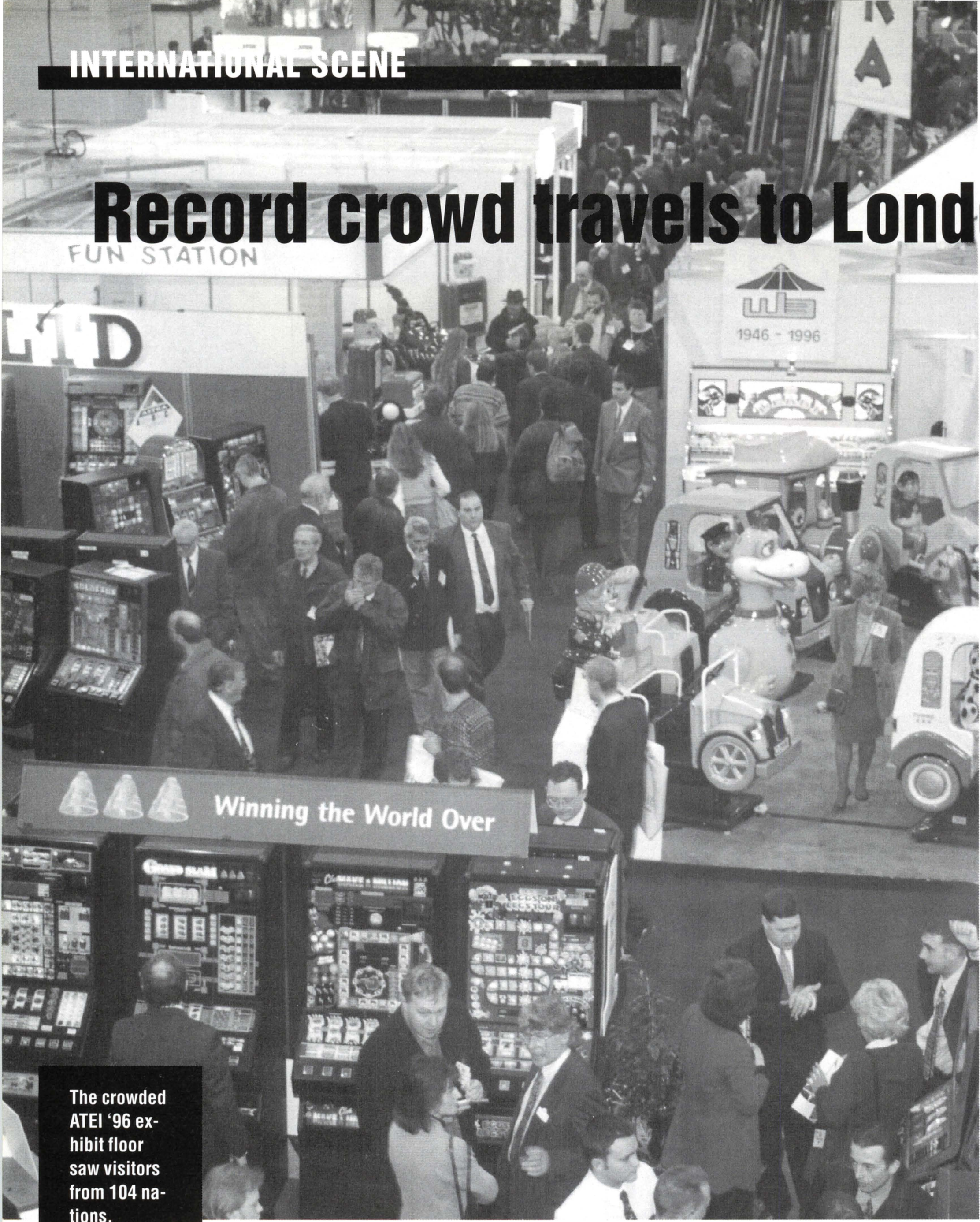
Record crowd travels to London for ATEI



The crowded ATEI '96 exhibit floor saw visitors from 104 nations.

They came from around the globe—Albania to Zimbabwe—to the Earls Court 1 Exhibition Hall Jan. 23-25 for the Amusement Trades Exhibition International in London, England.

ATEI chief executive Peter Rusbridge recently announced the full analysis of the show's record 15,222 buyers from 104 countries. The analysis indicated that more amusement industry buyers from a greater number of countries attended the event than at any time in ATEI's 53-year history.

Buyers from outside the United Kingdom rose to an all-time high of 5,727, or 37.6 percent of the total audience. This represents a year-on-year increase in international visitors of 31.8 percent (4,344 in '95) and an 8.3 percent rise in the total number of countries represented (96 in '95).

Although visitors came from as far away as Japan, Jamaica, and Uganda, Spain registered the most attendees. France came in second place, the Republic of Ireland in third place, and the United States in fourth place (a 61 percent increase in attendance).

As anticipated, the largest international group was close to home with Western European states and Eastern Europe registering the most visitors. Geographic areas with the heaviest concentration of visitors were North and Central America, the Middle East, Southern Africa, the Far East and Central Asia, Oceania, North Africa, and South America. Seventeen nations sent representatives for the first time.

Peter Rusbridge said, "We're delighted at the response shown by amusement industry buyers from throughout the world who have once again traveled in thousands to London for ATEI. While the numbers are tremendously encouraging, I am more pleased with the quality of buyers who were of the highest standard.

"With over 100 countries represented, ATEI is certainly a world-class exhibition. The successful launch of the Parks, Rides, and FEC sector certainly broadened the appeal of the show. It is also important to highlight the role of the exhibitors who invest a lot of time, effort, and creativity into making ATEI a very special exhibition."

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ATEI'96 23 - 25 JANUARY
Welcome
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A total of 15,222 attendees came to Earl's Court 1 in London, England, for ATEI '96.

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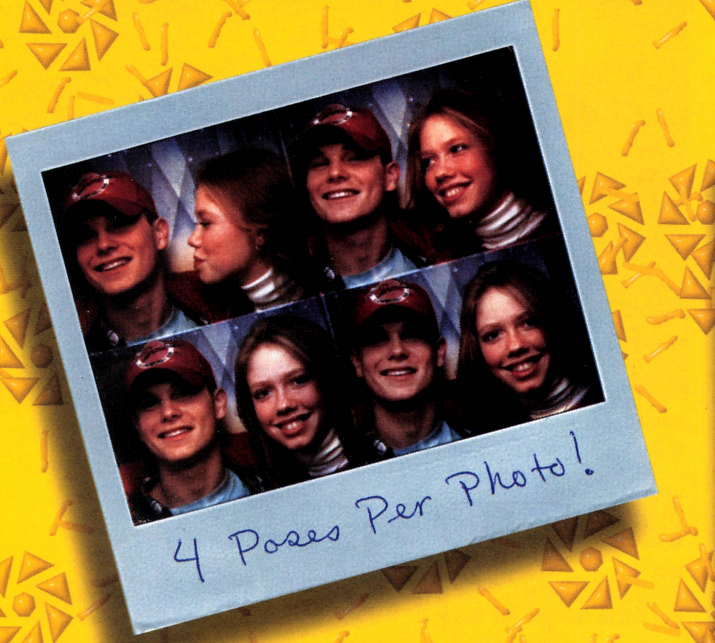
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Leisure Industry Week slated for September

International Leisure Industry Week, Britain's largest and most comprehensive business-to-business event for the out-of-home leisure industry, is set for Sept. 24-26 at the NEC in Birmingham, United Kingdom.

A crowd of 16,495 attended in '95, a record for the event which was launched in 1988. Show organizers predict a 25 pecent growth rate for '96.

LIW includes eight dedicated theme areas: Attractions and Amusements, Catering, Children, Management and Play, Entertainment, Fitness, Health, Beauty and Relaxation, Leisure Facilities Management, and Water Recreation.

A strong seminar program supports the show, along with feature areas that this year will include a family entertainment center and theme bar and club. Other special areas will house the international rides gallery, coin-op business center, new innovations, a catering theater, sports and fitness demonstrations, and an architect's gallery.

Official sponsors of LIW are the British Association of Leisure Parks, Piers, and Attractions; the British Hospitality Association; the Fitness Industry Association; the Institute of Entertainment and Arts Management; the Association for Sports and Leisure Facility Development and Management; the Amateur Swimming Association; and the World Waterpark Association.

For information on space availability, contact Mike Sherrard, 01932-564455; fax 01932-570860.

Namco chairman and CEO Mr. Masaya Nakamura addresses industry friends at the opening of Namco's new European headquarters in London.

Namco opens new European headquarters

Two hundred coin machine industry officials from the United Kingdom, Japan, North America, Europe, and Australia attended a cocktail reception on Jan. 23 to celebrate the opening of Namco's European headquarters in Acton, West London.

Namco chairman and CEO Mr. Masaya Nakamura hosted the event, which was held on the opening night of ATEI. Included was a tour of the custom designed building that houses all of Namco's European coin-op interests: Namco Europe Sales, Brent Leisure Sales, and Namco Operations Europe.

Mr. Nakamura thanked the audience for taking time from their busy schedules. He explained, "From our European base we intend to spread the Namco philosophy and business to other countries on the continent. As a first step we have already established Namco Operations Spain Ltd. We will spread Namco's operations into more European countries."

Nakamura also took the occasion to announce the company's purchase of the 100-location chain of arcades from Edison Brothers, which makes Namco Cybertainment Inc. the leading operator in the United States with over 400 arcades.

International Calendar

April 3-7
TAE '96, World Trade Center, Kaohsiung, Taiwan. Call 886-2-746-6860; fax +886-2-746-6875.

April 26-28
WOAM '96, Warsaw, Poland. Call +48-22-467836; fax +48-22-467667.

May 2-4
World of Entertainment '96, Prague Exhibition Center, Prague, Czech Republic. Call +42-2-2491-1681; fax +42-2-2491-4249.

May 7-9
3rd Asian Amusement Expo (sponsored by AAMA and IAAPA), Hong Kong Convention & Exhibition Centre, Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086.

June 4-6
African Amusement & Attractions Expo, Gallagher Estate, Midran, South Africa. Call 27-11-463-2802; fax 27-11-463-6000.

June 6-8
4th Expo Diversiones, Guadalajara, Jalisco, Mexico. Call 52-3-614-3015; fax 52-3-615-1483.

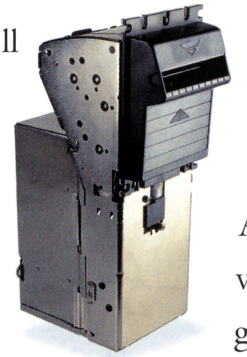
June 29-July 1
GTI Expo '96, Taipei World Trade Center, Taipei, Taiwan. Call 886-2-760-7407; fax 886-2-762-3873.

August 7-8
EXIME, Mexico City, Mexico, Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086.

September 12-14
JAMMA '96, Nippon Convention Center, Makuhari Messe, Ciba City, Japan. Contact JAMMA, +81-3-3438-2363; fax +81-3-3438-2721.

September 24-26
International Leisure Industry Week, National Exhibition Centre, Birmingham, United Kingdom. Contact Mark Sherrard, 01932-564455; fax 01932-570860.

IN SIMPLE TERMS IT WORKS



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AAE exhibitor list grows

The exhibitor list for the Asian Amusement Expo set for May 8-9 at the Hong Kong Convention and Exhibition Centre in Wanchai, Hong Kong, is growing rapidly.

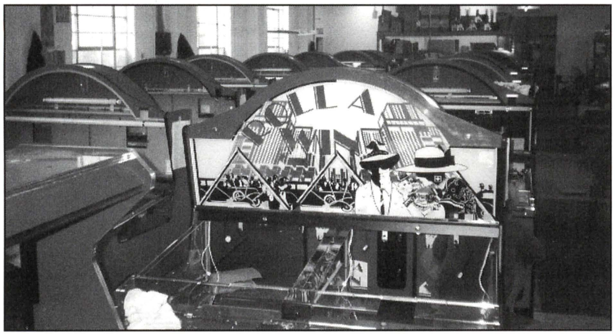
Show management W.T. Glasgow informs that the list of 70-plus companies includes such coin-op names as Bay Tek, Betson, Bob's Space Racers, Bromley, Coastal Amusements, Coin Concepts, Design Plus, Dynamo, Fabtek, Happ Controls, I.C.E., Lazer-Tron/Acclaim Coin-Op, Noel Industries, Seidel Amusement, Skee-Ball, Smart, TWi, and Williams Bally/Midway.

Other notable exhibitors include IMAX Corp, Q-Zar, Sally Corp., Sartori, Ultrazone, Veqtor USA, Westech Ltd., and the World Waterpark Association.

Building solid business relationships and developing new markets are the purposes of the expo, which is co-sponsored by the International Association of Amusement Parks and Attractions and the American Amusement Machine Association.

Both organizations recognize the growth potential in the Asian market. To illustrate the point, the AAE has tripled in size in only three years. For more details, contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086.

On a roll...



Cromptons Leisure Machines Ltd. keeps rolling out winners from its Ramsgate factory in Kent, England. Managing director Gordon Crompton reports, "It helps us enormously when we can produce our machines in large runs. Among others, the *Roll A Win* and *Hi Roller* have proven so popular that they will roll off our production line for some time."

JAMMA to host Hong Kong show

Hong Kong will be the site of the Japan Amusement Machine Manufacturers Association's first overseas coin-op trade event, another sign of the increased interest in the Southeast Asian market.

Dates for the exhibition are Nov. 28-30 at the Hong Kong Convention and Exhibition Center in Wanchai, Hong Kong, according to Japan's *Game Machine.* The trade publication reported: "The show will be sponsored by the Japan External Trade Organization (JETRO), an auxiliary institution of the Ministry of International Trade and Industry (MITI), and organized by JAMMA."

Game Machine indicated that amusement games and home videos and gaming devices would be allowed at the show.

In other JAMMA news, the association will host its annual trade show in Japan Sept. 12-14 at Makuhari Messe, Chiba. The show will be moved to another venue for '97, referred to as the Tokyo Big Site, which is closer to the center of Tokyo.

IMA '96 drew 12,840 visitors to Frankfurt, Germany.

IMA '96 reveals notable statistics

Despite adverse weather conditions, 12,840 visitors from 54 countries attended IMA '96 at the Frankfurt Fairgrounds in Frankfurt, Germany, Jan. 24-27.

VDAI, the German industry association of coin-op amusement and vending machines, sponsored the event. The show organizer was Blenheim Heckmann. For the first time IMA was held in two halls for a total of 269,097 square feet of exhibit space.

Attendee surveys indicated that the integration of state-of-the-art multimedia products and innovations in amusement games with and without winning money attracted a group of young entrepreneurs. Forty-six percent of visitors to IMA '96 were under 40 years old.

Other interesting statistics came from IMA '96:

☛ Thirty-five percent of visitors were first-time attendees.

☛ Interest in pure entertainment games (driving and sports simulators) rose from 52 to 57 pecent.

☛ Interest in billiards rose from 37 to 49 percent.

☛ Fifty-eight percent of visitors were interested in electronic darts.

☛ Traditional gambling machines occupied the top spot in terms of attendee interest, or 60 percent of visitors.

☛ Seventy-three percent of attendees were from Germany; 27 percent from abroad.

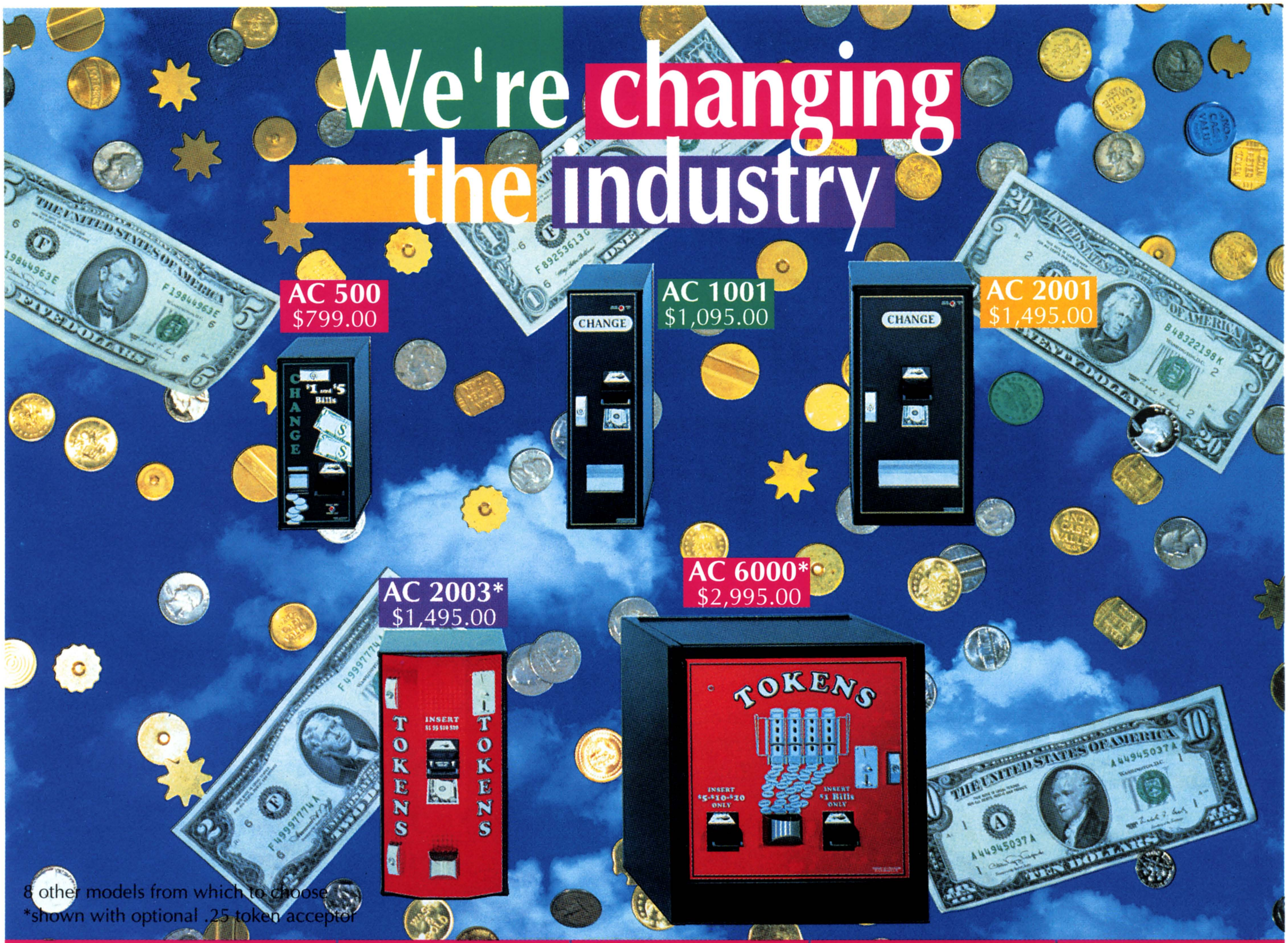
☛ The number of exhibitors rose from 202 last year to 249 this year.

☛ Forty-three percent of attendees were the sole decision makers in their companies; 25 percent were part of the decision-making process; and 15 percent were consultants for purchasing decisions. The remaining 17 percent were politicians, administration personnel, media representatives, component suppliers, and family members.

Since 66 percent of the visitors came from countries within the European Union, and 25 percent came from the remainder of Europe (mostly Eastern Europe), show organizers consider IMA to be "the gateway to the East."

The dates for the 1997 event are Jan. 22-25 at the Frankfurt Fairgrounds. ▲

Paul Gauselmann, president of VDAI, addresses IMA attendees.



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*shown with optional .25 token acceptor

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Standard Capacity	600 quarters / tokens	1,600 quarters / tokens	3,200 quarters / tokens	12,00 quarters / tokens
Optional Capacity	1,000 quarters / tokens	2,800 quarters / tokens	5,6000 quarters / tokens	-
Payouts	hopper loaded quarter or token	hopper loaded, quarter nickel, dime or token	dual hopper optional .25 token acceptor	dual hopper optional .25 token acceptor
$1 Coin Payout	yes with a kit	yes	yes	yes
Validator Acceptance	$1,$2,$5, $10	$1, $2,$5,$10,$20	$1, $2, $5, $10, $20	$1, $2, $5, $10, $20
Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
Base and Header Kits	yes	yes	yes	base only
*Rear Loaders	no	yes	yes	no
Options Fronts	no	change or tokens	change or tokens	change or tokens
Optional Alarm System	yes	yes	yes	yes

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CORP.**

STATE EXECUTIVES TACKLE TOUGH INDUSTRY ISSUES

"There are fewer operators today and those who have survived have done so because they have broadened their business base."

STORIES BY STEVE WHITE

In a constantly evolving market, what is an operator? What better place to ask that question than at the AMOA Council of Affiliated States Meeting with industry association representatives from 22 different states present.

AMOA executive vice president John Schumacher said that while much has changed for operators, much has also remained the same.

"There are fewer operators today and those who have survived have done so because they have broadened their business base," Schumacher told the attendees, who gathered in late February at the Alexis Park Resort in Las Vegas, Nev.

AMOA's bylaws define an operator in this fashion: "Regular membership is open to those persons, firms, or corporations who are in the business of owning and operating coin-operated amusement, jukebox, cigarette vending machines, and other coin-activated equipment."

What about token- or currency-activated equipment, some asked. And how about people who depend more on food sales than amusements for their revenue? All of these changing notions of the industry still fall under the broader concept of pay-for-entertainment that forms the basis for AMOA, Schumacher said.

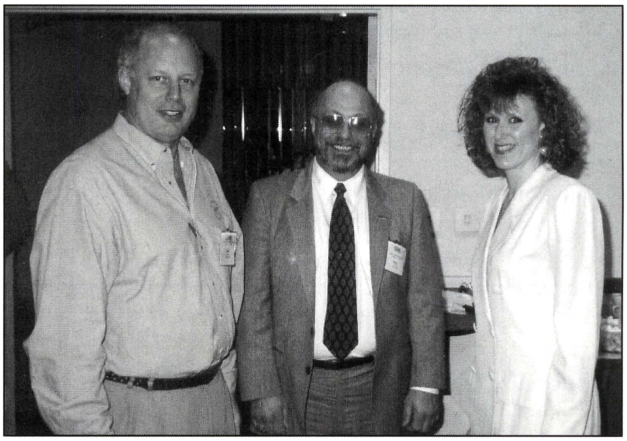
"There are all kinds of interpretations; you could change the definition every six months; this one has really stood the test of time," he said, adding that street operators still outnumber other categories among association members.

But changes in the industry have prompted a proliferation of competing trade shows, and that in turn creates challenges for AMOA, which generates a large amount of its revenue from the annual expo.

AMOA president Randy Chilton told the state association heads that operator participation is necessary to support the trade show, which ultimately funds association assistance to members around the country.

"Without the trade show this is an exercise in futility," he said. "Now you're going to have to work a little harder. It's going to take state association directors getting involved. This is going to be a tougher battle before it gets easier."

In addition to promoting membership atten-



Bob Herman (l) and Ralph Ceraldi, both of New York, visit with AMOA's Kim Rundle.

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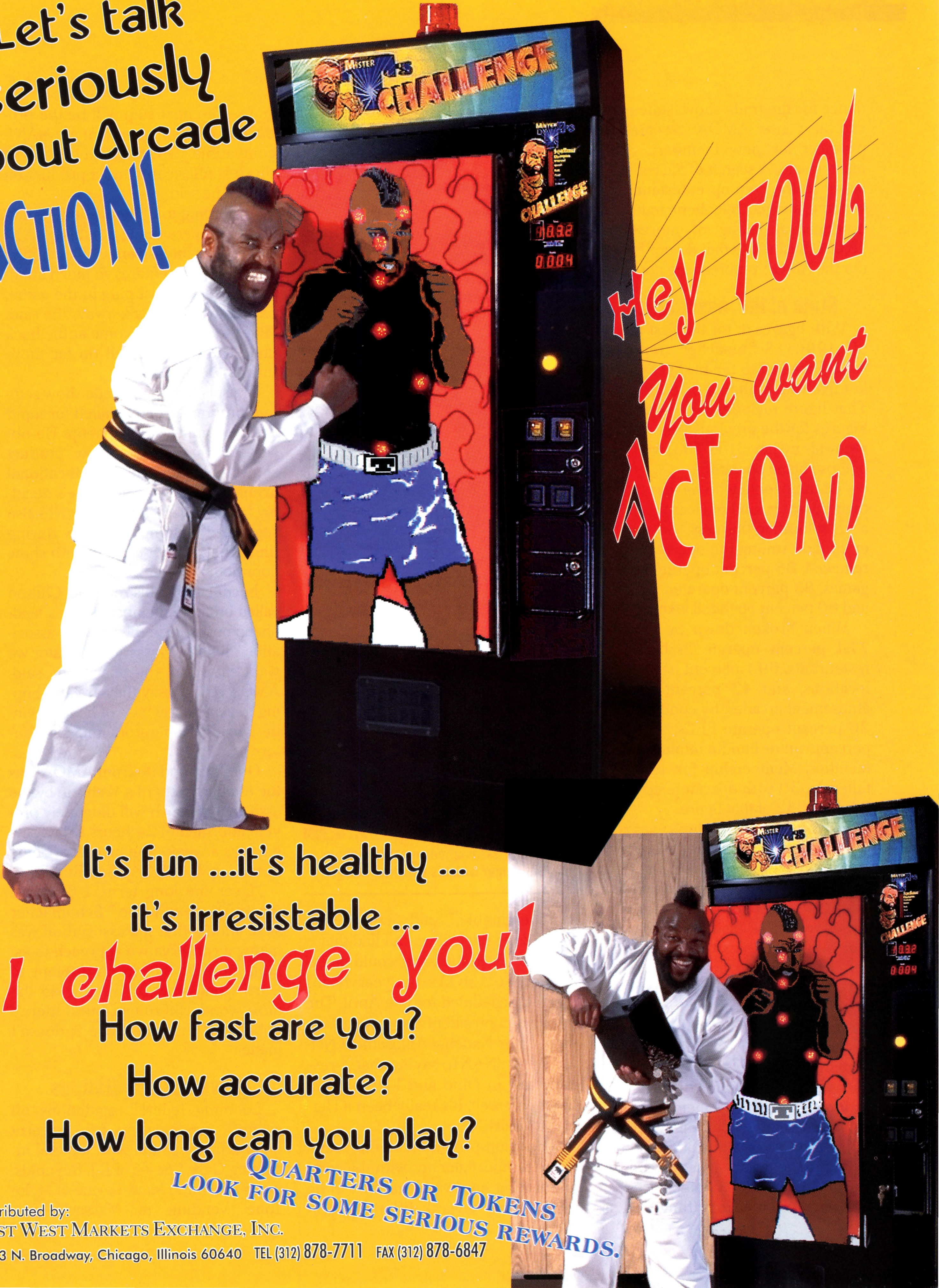
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dance for the trade show, state execs can also use AMOA research to prospect for new members, Schumacher said. A search of Sic codes relating to the coin-op entertainment, vending, and pay telephone industries produced a listing of more than 18,000 businesses that do not fall under the AMOA umbrella, he noted.

State of the association

With figures in for the first month of 1996, Schumacher reported, AMOA was off to the best year in the last five with a total of 868 renewals. That figure includes 634 operators. Figures for the previous year showed renewals by Jan. 31 at 753, with 543 of those being operators.

“Of the people who have renewed their dues it is kind of clear this is still a street location business,” Schumacher added. Among the operators who renewed, 85 percent operated video games, 83 percent operated pinballs, and 80 percent operated jukeboxes.

When broken down by location 77.4 percent operate in bars and restaurants, 69.1 percent have street locations, and 42 percent operate amusement arcades. By contrast, only 26 percent operate FECs, and 14.5 percent run or handle miniature golf facilities. Membership for 1995 totalled 1,630 with operators accounting for 1,242 of that figure.

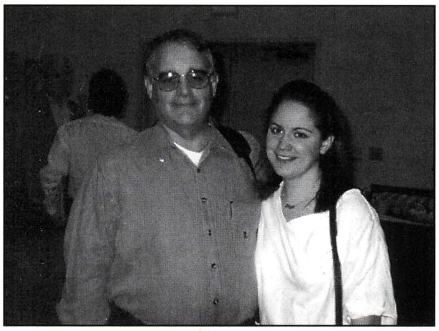
During the first day's session, Chilton and Schumacher were also questioned about creating a flat dues structure, as opposed to one tied to a company's number of employees.

Some state association heads said that policy troubles their members, and several state associations say they have gone to a flat rate for membership. “It allowed us to induce the smaller operators to join and keep the larger ones,” said Richard Porter of Virginia.

According to AMOA figures, just under 50 percent of members paid the lowest membership rate with one or two employees, while only one percent paid the rate assigned to companies with more than 20 employees.

Taking a break, (l-r): John Schumacher of AMOA, Lee Wesson of West Virginia, and Laura Olson of AMOA.

Jack Kerner of Massachusetts presents Gary Loeser of R.J. Reynolds with a plaque of appreciation.



AMOA state association committee chairman Bill Treger with his daughter Margie.

“We're open to anything that is more equitable,” said Schumacher. “But I don't know if we can find that.”

Chilton said the issue would be examined at AMOA's midyear board meeting scheduled for late April. The association president also gave an update on the National Amusement Network Inc. (NANI), saying that a revenue test in Ohio and Kansas went “relatively well. It's really been a Herculean effort.”

The main problems, Chilton said, were technical glitches with the communicating hardware that had to be replaced on several different occasions. The next step will be the production of new games that are NANI-compatible. “1996 will get us out of this test phase and into a production phase,” he said.

According to Chilton, another difficulty for operators in pursuing NANI is the labor intensiveness of operating the games. “It requires so much attention; you can't just plug in the game, hang cards, and walk away,” he said. “But the payoff will come at the back end. The network will do far more than it's doing today.”

Praising last year's trade show seminar program, Chilton called for input on the coming year's lineup. He observed that with so many product shows being staged the educational agenda could be an attendee's deciding factor. Several state executives also suggested holding seminars during times that did not conflict with show floor hours.

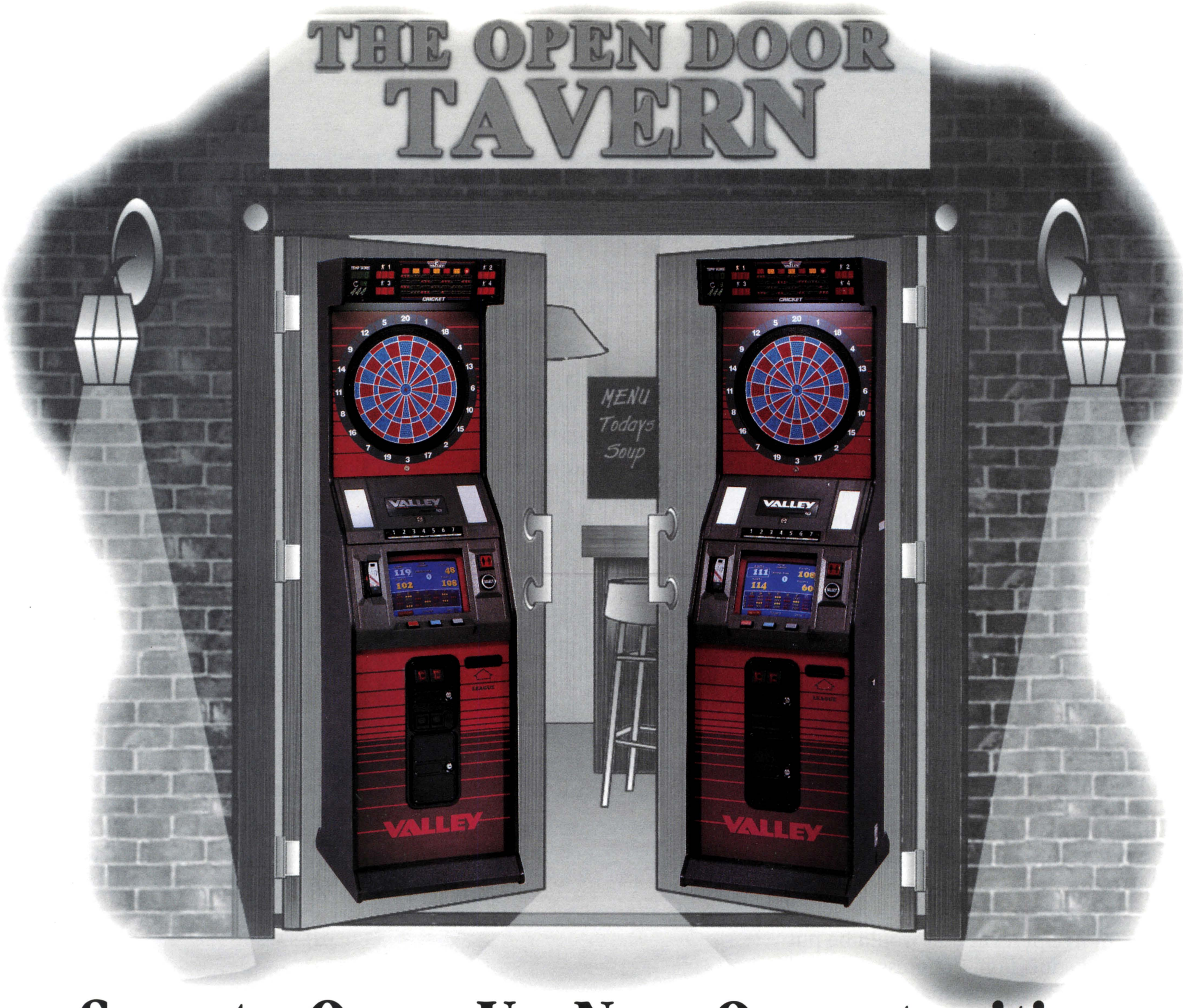
In concluding his remarks, Chilton called on more members to seek leadership positions in the national association. “It's that grass roots operator we want sitting on the board,” he said. AMOA officials say they are also hoping to expand the base of board members to FEC operators and distributors.

One final update from AMOA was the establishment of a Web site by the association, which will ultimately provide information 24 hours a day, seven days a week. The project is being headed up by AMOA's Kim Rundle.

“Over the long term, I think it's where we need to be,” Schumacher said, adding that the association was taking a conservative approach to establishing the site in an attempt to learn from others. “We can do the most wonderful things, but if there's nobody at the other side it doesn't matter.”

Government relations

Looming federal regulations on cigarette vending topped the government affairs agenda with a panel including Gary Loeser of R.J. Reynolds, Jack Kerner and Mark Levine of Melo-Tone Vending in Massachusetts,



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From left: Lewis Dodak of Michigan, AMOA government affairs committee chairman Gene Winstead, and David Corey of Ohio.

AMOA government relations manager Laura Olson, Ralph Ceraldi of C & C Vending in New York, and former trade publisher Morris "Tiny" Weintraub. (See related story for details.)

On the gaming front, Olson and Gene Winstead, chair of AMOA's government relations committee, warned about the possibility of federal intervention. "With the federal government taking a look at it we felt it warranted AMOA's attention," Winstead explained.

In addition to a proposed federal tax of five percent that would be put toward education, Congress is poised to authorize a panel that would study gaming, with a possible focus on Indian gaming.

"It would be a powerful commission with the authority of a district court with respect to subpoenas, discovery, search and seizure," said Olson. "Obviously our best hope would be a seat on the commission."

According to the proposal, the commission would be made up of nine members, with three each appointed by the president, the speaker of the House, and the Senate majority leader.

Another gaming related issue to be watched is an upcoming convention of national gaming regulators that will appoint a panel to re-examine standards for video lottery terminals and consider how to deal with on-line gaming. AMOA is hoping to have nominees placed on both panels.

"It's all going to interplay and there will be regulations coming down; we need to be involved," Winstead said.

Operators face crime problem

The final day of discussion at the Council of Affiliated States meeting turned up a crime problem that appears to be facing operators around the country: the theft of video game boards.

Mark Levine of Melo-Tone Vending in Massachusetts brought the issue to the table in a brief presentation. Levine said that a number of operators in the New England area were hit by Asian gangs, which allegedly targeted Midway video games.

According to Levine, the suspects traveled in groups, and while several of them would pretend to play the game, one of their members would climb into the cabinet and take the board.

Several suspects were taken into custody and then later released on bail, he said. But authorities believe the games were being sent to the West Coast and then traded overseas. "They have a network and it's really hitting us hard," Levine said. "They are hitting top quality product."

Levine's comments prompted others to relay similar stories, and AMOA government affairs committee chairman Gene Winstead responded with a call to action. "It's obvious this is happening all over the country and there must be a market for distribution," he said.

Bob Herman of AMOA-New York said that gangs were actually stealing equipment, including new videos and jukeboxes, from locations using armed robbery tactics. "The problem is keeping the pressure on local authorities and the district attorneys," he said.

One of the problems that authorities face is tracking a game's serial number, and a number of suggestions including stenciling company logos or using an engraving tool to mark boards were offered.

But that assumes that the thieves will be caught, said Jack Kerner of Melo-Tone. "The problem is the police have got to recover it for that to do any good."

Others discussed the need better security features on games, and the possibility of installing alarms.

"This needs to become a national issue if it's happening to people across the country," concluded AMOA government relations manager Laura Olson, adding that federal authorities can get involved in cases that involve the sale of stolen goods across state lines.

"Of the people who have renewed their dues it is kind of clear this is still a street location business."

Bill Treger, who heads the AMOA state association committee and chairs the Council of Affiliated States, advised attendees to pursue creative ways to enter the gaming market.

"While the issue is diminished, it's still around," Treger said. "Pushing for legislation now, the state has to want it as much as you want it. We just have to be prepared to be a part of it. It has to be done on a local level."

Treger suggested that operators could find ways to be involved in video gaming through alternative venues, such as horse racing tracks and service.

Following a year that saw high hopes for the passage of dollar coin legislation, Winstead reported that a dollar coin bill is "basically stymied for now" with federal elections slated for the fall.

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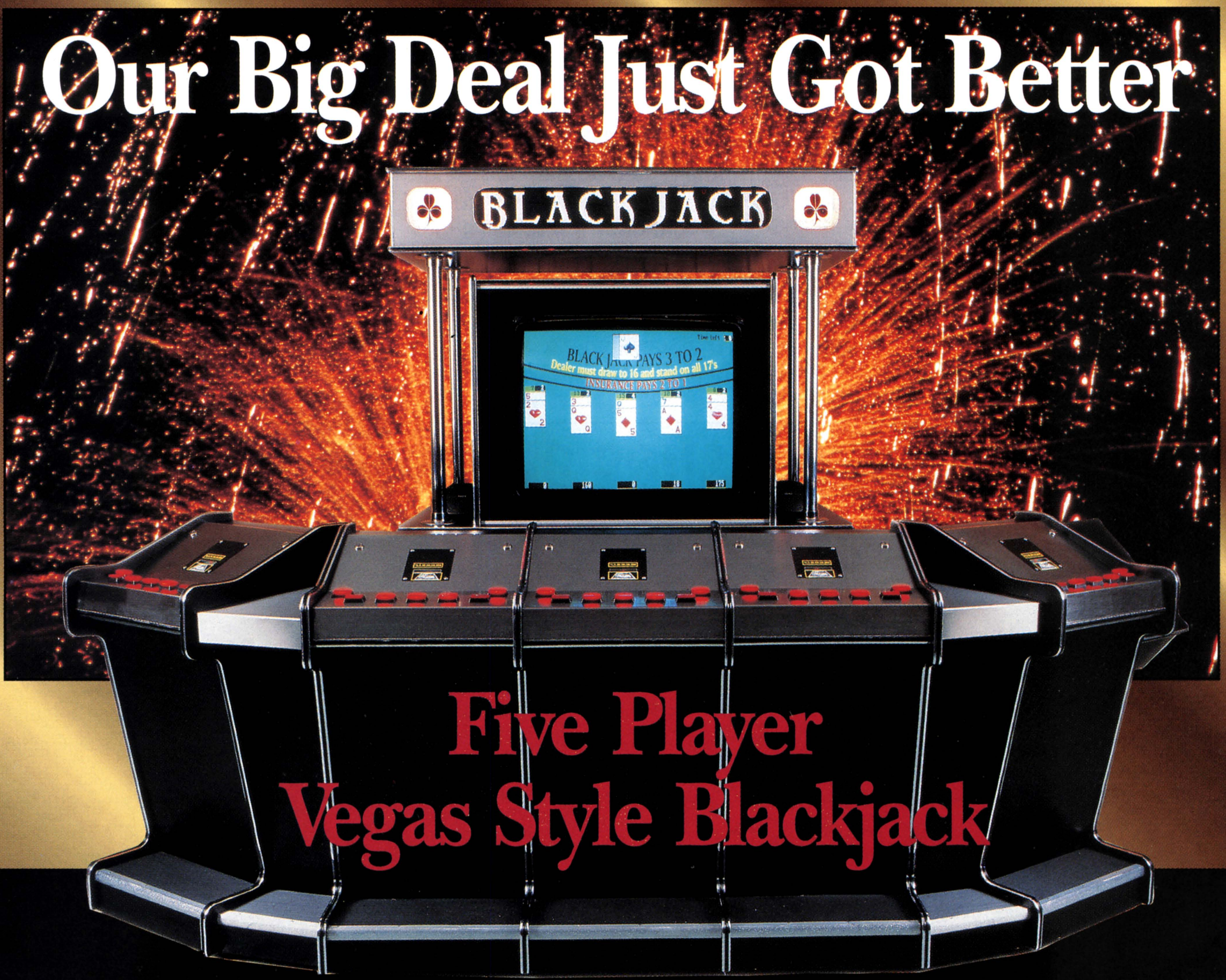

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AMOA's plan of attack is to remove the issue from the Congressional arena for a year and put its energy behind promoting the dollar coin from an educational standpoint. Olson said the association envisioned a scholarly forum sponsored by the Federal Reserve or Treasury Department. Such an approach could remove some of the onus of negative public opinion.

Within three years, according to Winstead, the government will be reprinting a new dollar bill. At the same time, the government's stock of Susan B. Anthony's is scheduled to be depleted, requiring a new minting. "Wouldn't it behoove them to not remint a bad coin?" he said.

State association executives were also briefed on jukebox copyright and music licensing agreements, including a proposed agreement between the performing rights societies and the National License Beverage Association that will exclude televisions and radios.

AMOA has taken no public position on the proposal. "They are our customers but anytime the radio is on the jukebox isn't," Olson said. "So

Tobacco issues at center stage

With the cigarette vending industry coming under a heavy barrage from the federal government, the issue took center stage at the Council of Affiliated States in Las Vegas. A centerpiece of the two-day event was a morning-long forum dedicated to the issue.

"To say tobacco is under attack would be an understatement," said guest speaker Gary Loeser of R.J. Reynolds. "The opponents have convinced President Clinton it will be a political win. The opposition is well funded, and they are not going away. If there's ever a year to be politically active it's this year."

Included in the Clinton administration's proposal to curb underage smoking is a total ban of vending sales, but the Food and Drug Administration's final rules and regulations are still pending. "The minute Clinton senses it's a political winning point the final rules will be announced," Loeser added.

However, another federal agency overseen by Health and Human Services (HHS) has published rules that will legally require all states to reduce the number of minors smoking by 80 percent.

The HHS rules, originally intended to address the use of illegal drugs, leave implementation policies up to individual states. But they require states to meet the department's goal within three years or loose millions of dollars in HHS funds.

HHS officials are currently talking to governments in each of the states about a wide range of issues related to cigarette sales including licensing, locations, placement, signage, and compliance enforcement. Each state will be required to verify the 80 percent reduction, and the new state regulations should be in place within a year.

While there is no requirement to ban vending sales in the HHS rules, model legislation that would do so is included in the department's working documents. This model will likely be provided to states looking for guidance. "The letter of the (HHS) law doesn't demand it but it's the Washington bureaucrats' ideal," said AMOA government relations manager Laura Olson.

"In my eyes, the easiest way for states to address the vending issue is an outright ban," said Mark Levine of Melo-Tone Vending in Massachusetts. "This is for real and it's going to affect every state. The FDA may come in with a different set of regulations and we don't know how that stands, but this is here today."

Levine and Olson told state association heads that model legislation can be made available that would protect the cigarette vending industry. Approximately 32 percent of AMOA's membership operate cigarette vending machines.

The model legislation would require lock-out devices for machines not placed in age-restricted locations. "We think it's a good starting point," said Levine. "The antis are going to propose going further."

According to Olson, state associations and operators should take a pro-active stance approaching legislators first about the issue before the opposition has time to gain a foothold. "That way we're already in the negotiation game," she said.

In addition to fighting anti-smoking forces, the vending industry will also have to contend with proposed legislation introduced by tobacco companies with deep pockets and significant influence. "More than the model they introduce, if you're not there to negotiate yourself into the deal, you're left out," Olson reiterated.

Loeser, who received a plaque of appreciation from AMOA for helping the industry, argued that the operating community must launch a grass roots campaign to save cigarette vending.

"Nobody will defend this industry like the industry itself will," he said. "You need to talk to the people you buy your trucks from and your computers from. You need to put a face on the vending industry."

State association heads were also warned about the growing tide of state and local governments looking at restrictions, including bans, on vending sales, as well as the possibility of higher taxes on cigarettes.

Former chairman of the AMOA cigarette vending committee Jack Kerner of Melo-Tone Vending said the issue has historically been fraught with political peril.

"Now it's official; now it's in Washington," Kerner said. "AMOA can't do it alone. It has got to be fought with the help of state associations. Even if you're not in the cigarette business, if we don't make a stand here something else will come up.

"I don't think the cigarette business will ever be what it was but I don't agree that higher taxes are the death of it. I would rather be in a small business than legislated right out of it if that's the way to save it."

The panel's parting words came from Levine: "You will be out of business if you're not involved."

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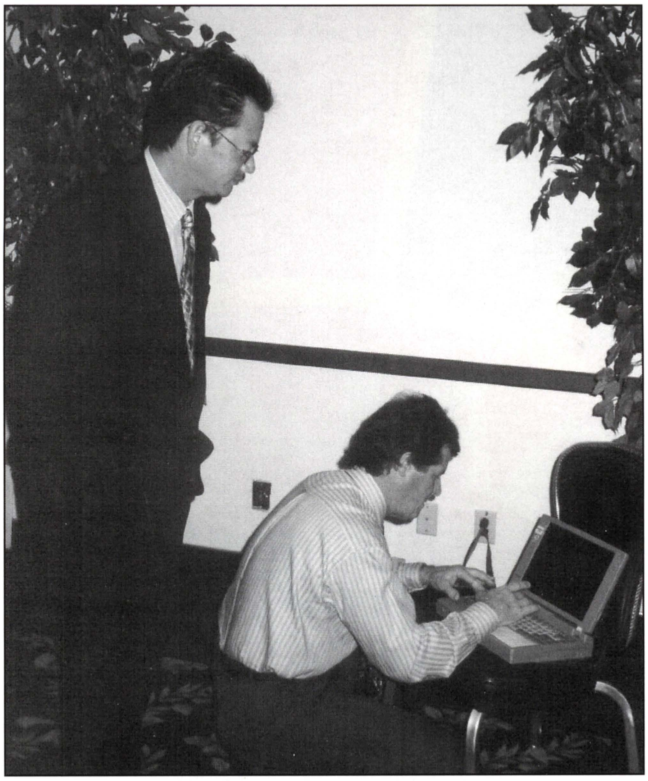


Glenn Anderson (l) of Hawaii gives Rich Holley of Florida some computer advice.

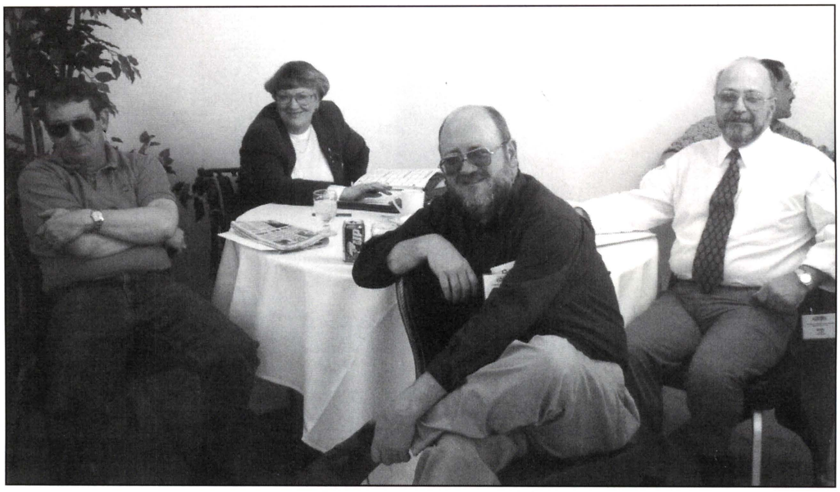
which way do we go?”

However, Dock Ringo of Wallace Distributing in Texas said individual members should not necessarily follow the association’s lead. Ringo passed out copies of a letter to Rep. Charles Stenholm, urging that jukeboxes be included in the exemption.

Olson and Winstead concluded the presentation with a discussion of video content, saying that the association is continuing to pressure manufacturers to include parental advisory notices in the attract mode of video games. Some companies have included such notices, but several of those were reportedly too short to be read.

“We’re not on the front burner right now but we could easily be back there,” Olson said. “We don’t want to be on the hot seat with Congress.”

“If we have it legislated I think it will come down much harder,” added Winstead. “The manufacturers are starting to respond.”



From left: Howard Cole of North Carolina, Maxine O’Brien of Wisconsin, Charles Rowland of Virginia, and Ralph Ceraldi of New York.

Association activities

One of the most important functions that a state association performs is the dissemination of information to its members regarding a wide range of issues, and that information can come in a variety of different formats.

Rich Holley of the Florida Amusement Machine Association and Hy Sandler of the Minnesota Operators of Music and Amusements teamed up to discuss the issue further, expounding on the finer points of newsletters and fax updates.

One of the first rules to remember, they said, was that members are rarely interested in the activities of board members. They want news about their fellow members. Newsletters can also be of crucial importance when a state association is pursuing legislation. “Most people know to expect it like the morning paper,” said Holley.

Sandler said his organization made a point of listing all the board members on the front page of the newsletter in order to emphasize the association’s openness. “We want to convey to our members that we have a real cross section,” he explained.

Holley and Sandler also discussed the pros and cons of including paid advertising, as well as the benefits of providing free classified ads for the sale of used equipment.

Another crucial factor that associations must face is the need to raise funds, and that too can be approached from a number of different angles, including tournaments, auctions, raffles, and trade shows.

In Florida, for instance, the association’s annual trade show has been a large source of funding, although national trade shows in the state this year make it unfeasible.

“In Florida we allowed everybody to come to the show for free if you could prove you were in the industry,” Holley said. “Every exhibitor was happy with the number of people walking in front of their equipment. We also collected dues from a lot of people at the same time.”

Sandler said that Minnesota is able to generate significant revenue from an auction, conducted by a professional auctioneer who is able to generate attendance through his own mailing list. ▲

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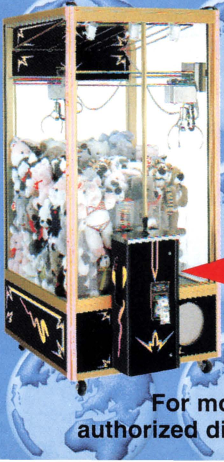

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ROWE IS HOT!

BY VALERIE COGNEVICH

Rowe has put the wow! in its latest CD jukebox called **Venus**. *If you've ever fallen in love at first sight, you already know the feeling you'll have when you see it!*

Rowe/AMi located in Grand Rapids, Mich., has been in the business of music for over 85 years. Back then the music of choice was player pianos and Rowe/AMi had what people wanted.Things haven't changed all that much in all those years as far as offering people what they want in the way of music. But Rowe's product line does not end at jukeboxes. There are vending units and money changers that are a vital part of Rowe's business.

At the beginning of 1995, David Sadler was appointed chairman and CEO. During this last year under Sadler, there have been dramatic changes at Rowe. The company has consolidated all of its operations to Grand Rapids. The move was the beginning of a plan to get better control, increase efficiency, and contain costs.

"We see what operators and distributors are facing every day and what they are up against," said Rowe's executive vice president Joel Friedman. "Every day operators and distributors must make important decisions about their businesses—being cost effective, while providing top notch service to their customers.

We are no different; we're all in this business together facing the same challenges."

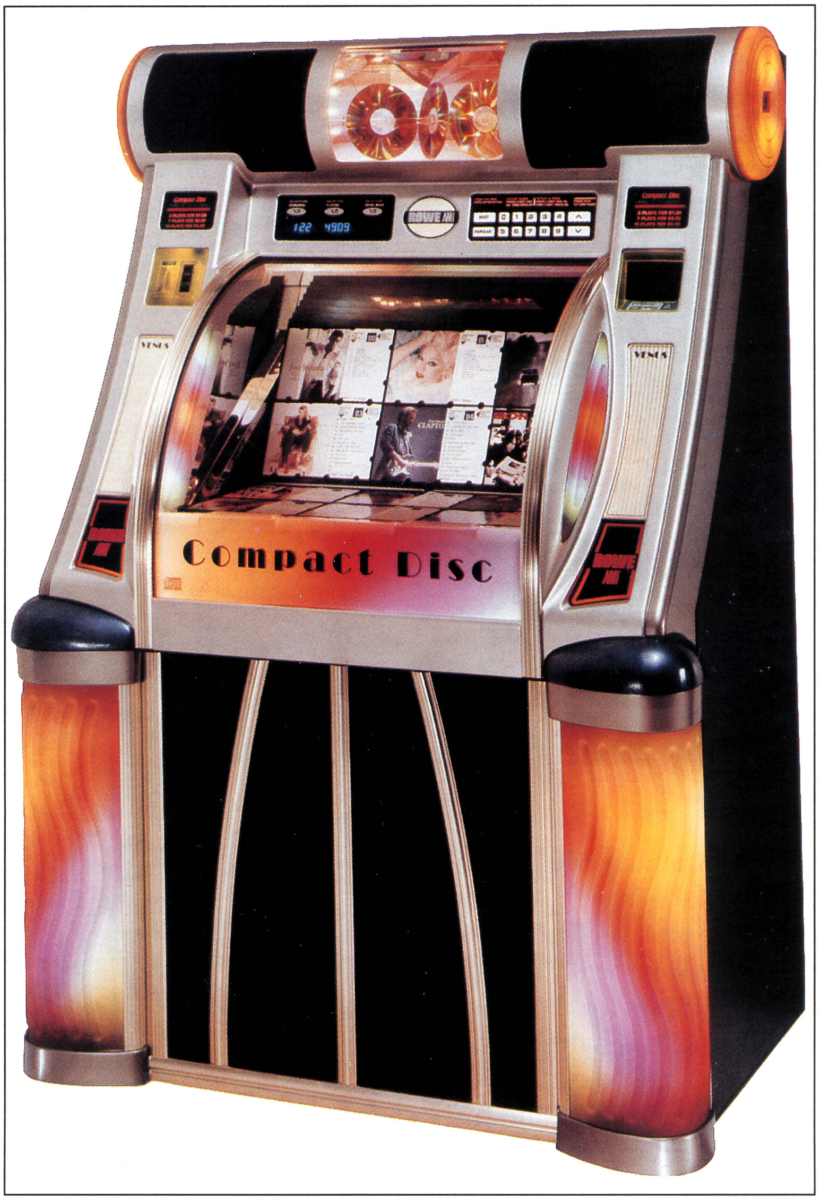
Vending

Yes, we think of Rowe mainly in terms of its illustrious line of jukeboxes, but vending is very important. At the ACME show, Rowe showed a new, completely automatic popcorn vending machine that is sure to be a hit with all types of operators. "It fits perfectly with street operators' businesses, it's a natural for arcade operators, and even FEC operators are finding it suitable for many of their needs," said Friedman.

In addition to the popcorn vendor Rowe has a dynamic line of smaller, midsize candy, snack, cold food, and general merchandise vending machines. "There are so many new opportunities for operators with vending. It's a growth business and more and more music and game operators are getting involved in vending. They are finding a steady income stream that is sometimes hard to find in amusement games. Vending adds additional profit opportunities for operators, often in the same music and game locations," explained Friedman.

He added that the popcorn and snack vendors will enable operators to try vending. "And once they do," Friedman noted, "I think they'll like it. The popcorn machine pops each serving individually and customers can even add a variety of flavors."

With an expanding FEC market, Friedman told us that Rowe is enjoying the benefits throughout its bill changer line. "There continues to be a need for bill changers. Operators have always loved Rowe changers with our longstanding track record of reliability."



Rowe's *Venus*

Music to our ears

Now for the really good part of the Rowe story—the brand new LaserStar *Venus*. It was designed with a purpose in mind, as Friedman explains, "CD jukeboxes have been going strong for about six years now. It's only now that many operators are beginning to think about filtering down their CD jukeboxes. What they needed was something radically different with dramatic design changes to convince themselves that it's time to begin passing down their older CDs. We have exactly what they need with this new *Venus*."

The *Venus* is the result of lots of input from distributors and operators, input that Rowe takes very seriously. "In my travels I heard that the industry needed a radical change. I also noticed that operators loved the nostalgia aspect of jukeboxes. We combined the two concepts—the nostalgia feel of the '50s with the futuristic feel of the year 2000," said Friedman.

He added, “This jukebox has the WOW effect! It has the colorful plastic features of the favorites from 40 years ago, but it has the 12-cover title display operators love with even easier to read titles. We took everything operators liked and made it even better! I’m sure that players and operators will fall in love with *Venus*. And yes, there will be a red *Venus*!”

Rowe also showed two new *Eagle* Wall hung jukeboxes. The *Golden Eagle* and the *Red Eagle* were designed to give operators more choices for their location requirements. Since the Eagle’s introduction in May 1995, it has become an important part of operators’ jukebox routes worldwide. “The *Eagle* with its dramatic title display and overall presence has been a strong addition to the Rowe family of music,” said Friedman.

Rowe also showed a series of college-themed MM-2s. These jukeboxes were designed for college pubs, alumni clubs, sports bars, and themed restaurants. Imagine walking into a location and seeing your school color blazing out from the jukebox.

Rowe was again the recipient of Play Meter’s annual award for “Best Jukebox of the Year,” voted on by operators. “This makes 13 out of 13,” noted Friedman. He proudly and enthusiastically accepted the award and thanked operators for their support. Friedman said, “It is exciting to win this award. We, the Rowe family, will continue working very hard to satisfy the operators’ needs and build the best there is. Together with operators and distributors we look forward to the future.”

CDs are here to stay

It’s inevitable that questions about new technology will surface when discussing music. There has been more than a little speculation that newer, different technology looms on the horizon. But what does Friedman feel about the future of the CD?

“I can strongly say that the CD will be around for a very long time. Yes, there is always new technology but we have to look at the practical side of the

Say it isn’t so!

He’s distinguished, polished, impeccably turned out. He dresses up like a bumble bee and wears a blond wig and high heels! Who is this multifaceted man and why is he leaving us?

Jerry Gordon, who has invested 40 years in the coin machine business, announced his retirement to which some said they’ll believe it when they see it. How, they question, can anyone simply walk away from this industry?

Jerry began his long career at National Shuffleboard & Billiards in 1956. In 1965 he joined H. Betti Industries, where he remained until 1978. He left Betson to become Rowe’s executive vice president and president of distributor operations, where he oversaw the company’s 17 branch offices. Over the years all of the offices, with the exception of Rowe Dallas, were sold to independent distributors and Jerry, as executive vice president worked closely with Rowe’s impressive distributor network with all Rowe products. Jerry says that distribution is the best part of the business, but he adds that it’s also the toughest.

Jerry’s accomplishments, leadership, and commitment during his career culminated in being named “Man of the Year” by the American Amusement Machine Charitable Foundation in 1995. In addition he is serving his second term on the board of directors for the American Amusement Machine Association, and he sits on the Foreign Business development and membership committee for AAMA.

Not only has Jerry received recognition professionally but also personally. He was named “Citizen of the Year” in 1994 by the local rotary club for his continual public service work in the community. When Jerry is not at Rowe or traveling on business he can usually be found riding in an ambulance somewhere in West Essex county as a certified Emergency Medical Technician.

Jerry retired after the recent ACME show were he was the featured employee at Rowe’s annual distributor awards banquet. Joel Friedman, who has worked closely with Jerry, said he will miss him terribly. “I learned a lot from him and will certainly miss the day-to-day interaction,” Joel said.

But we know the truth: Joel may not be able to find someone else to dress up like a Marilyn Monroe lookalike or a bee!

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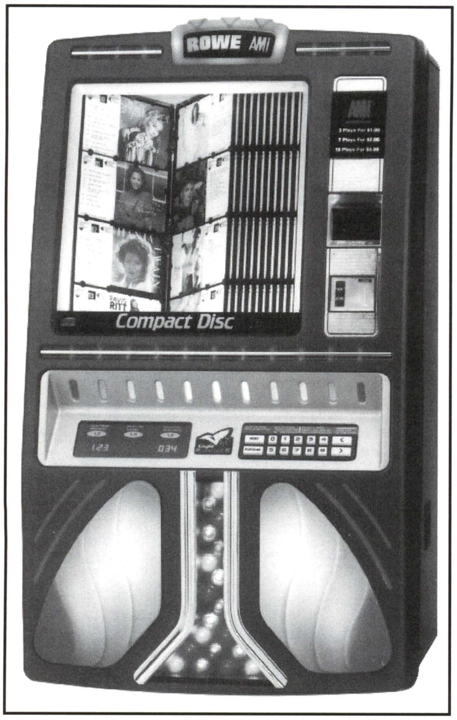
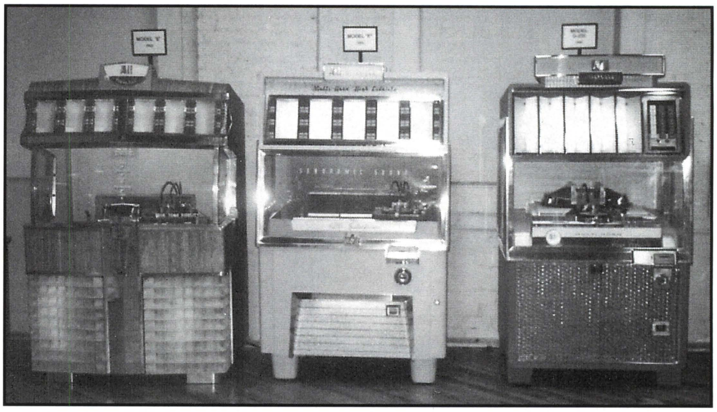


Rowe's *Eagle*

business. Interestingly, the major manufacturers like Sony, Toshiba, Phillips, Time Warner, and even IBM were involved in looking at the next standard in music. Everything they discussed revolved around the five-inch CD as we know it today. I believe that the next big thing in CD will be video music. Another interesting thing is that the new standards and the new CDV music is planned to be audio retrofitable back to the five-inch CD."

Friedman admits that science and technology are wonderful, citing other subjects like downloading, fiberoptics, and satellite transmissions. "Sure these things are possible, but you have to ask whether they are practical and financially viable. We have to realize that the jukebox industry is tied directly into the record industry and what they offer the public. There are big investments and huge facilities being built by the record companies and it all has the familiar five-inch CD right in the middle."



Early 1950's models from Rowe's museum in Grand Rapids.

"We at Rowe are very excited about future technologies. We welcome it," Friedman emphasizes. "But I'm stressing that we have to look at what makes the best business sense. And the five-inch CD is what I believe makes the best sense for many years to come." ▲

Friedman takes on new responsibilities

Jerry Gordon was given a touching tribute during Rowe's distributor meeting held in Orlando during ACME. With Jerry announcing his retirement from Rowe, distributors were pleased to hear that Joel Friedman would be assuming the responsibilities for sales for all three of Rowe's product lines: vending, music, and currency.

Joel is looking forward to the new responsibilities, while noting that he will miss working with Jerry. "I've worked with Jerry for 12 years and it will be on a sad note I say goodbye. We had a close relationship with distributors and operators and I will continue that tradition. I am looking forward to working with our distributors and with operators."

Distributors at the meeting bid a fond farewell to Jerry but were enthusiastic about other changes at Rowe. They raved about the new products both in vending and music.

It was a general consensus that Rowe makes a great jukebox, and all were ecstatic about the new Venus. They also agreed that although they would miss Jerry, they looked forward to the ongoing, continuing relationship with Joel.

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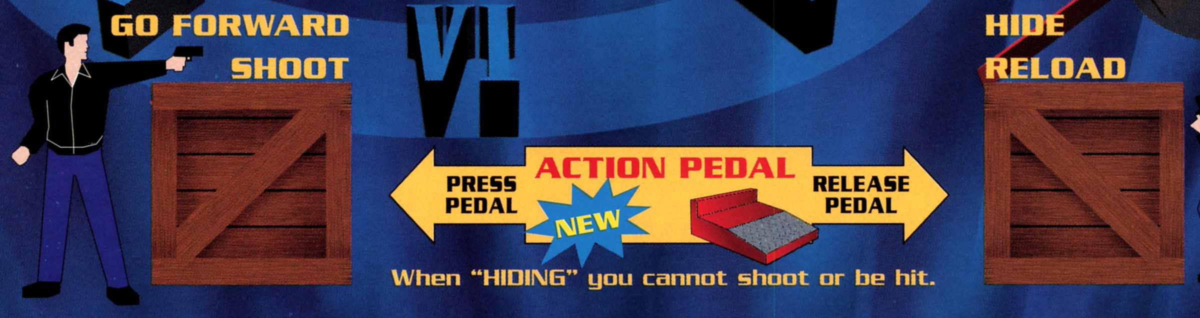
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RELOAD
PRESS PEDAL
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NEW
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When "HIDING" you cannot shoot or be hit.

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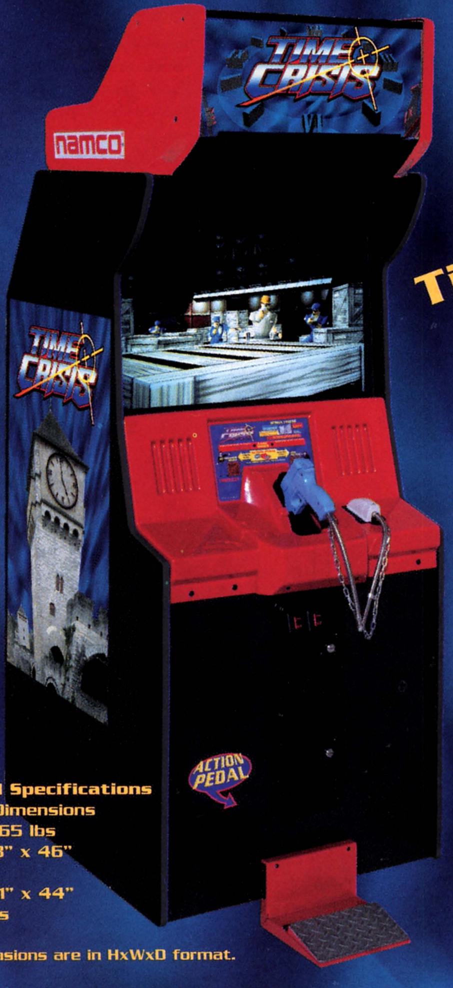
The scores for accuracy, number of enemies hit and damage obtained from each stage are tallied for a final score at the end of each game. The game is composed of three areas, each area contains four stages. Contact your distributor for more information on this exciting game.

Time Makes Money...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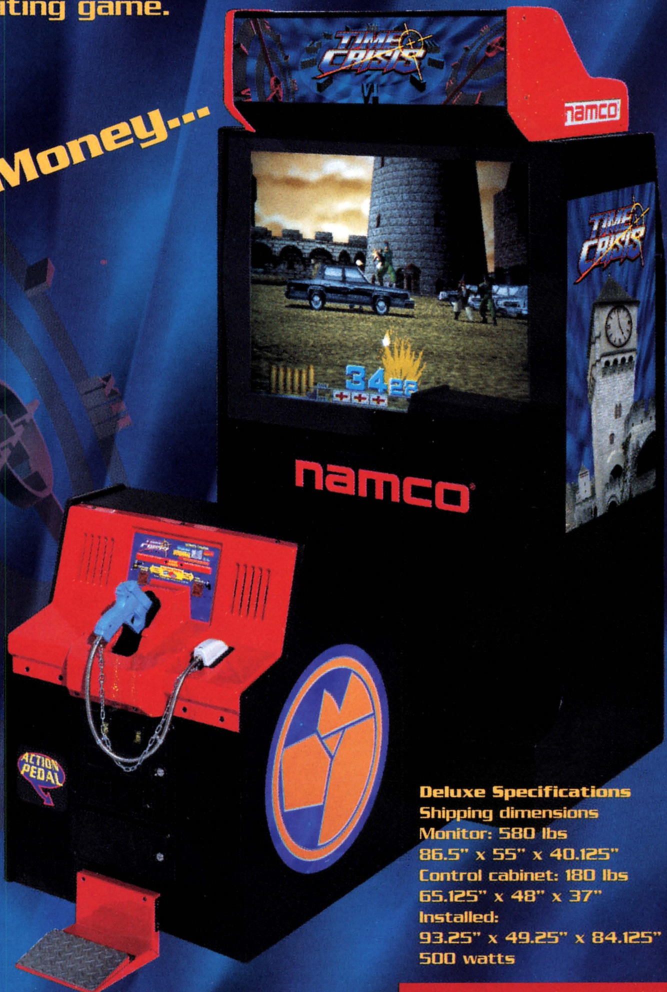
Standard Specifications
Shipping Dimensions
Weight: 465 lbs
91.5" x 38" x 46"
Installed:
83.5" x 31" x 44"
250 watts

* All Dimensions are in HxWxD format.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Deluxe Specifications
Shipping dimensions
Monitor: 580 lbs
86.5" x 55" x 40.125"
Control cabinet: 180 lbs
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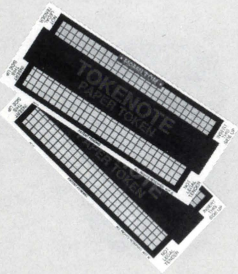
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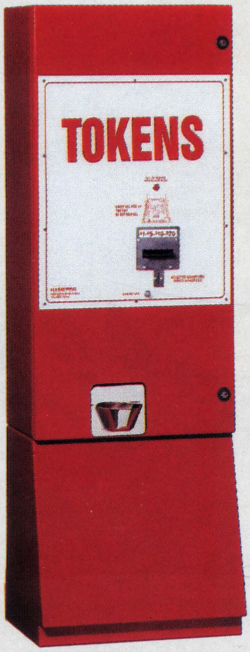

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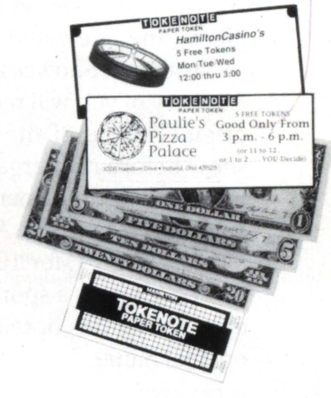
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Good-bye ACME

we knew you well!

In a surprise announcement, show committee chairman Bill Cravens of Bulldog Amusements explained that ACME would be no more and in its place the new-and-improved ASI (Amusement Showcase International). As many of you will recall, ASI was the original name of the manufacturers' show before its merger with Play Meter's Amusement Operators Expo. The combined ASI and AOE have been hailed as ACME for 10 years. Play Meter is no longer a sponsor of the show and AAMA has opted to return to its original name.

Cravens explained, "Another avenue that ACME will pursue in attempts to bolster the show is a name change. In introducing the idea, Cravens said that industry quipping about too many trade shows had prompted ACME to take bold action. "This is the last ACME show we will have," he joked, adding that next year's show will be called the ASI. "We think it says a lot more than ACME."

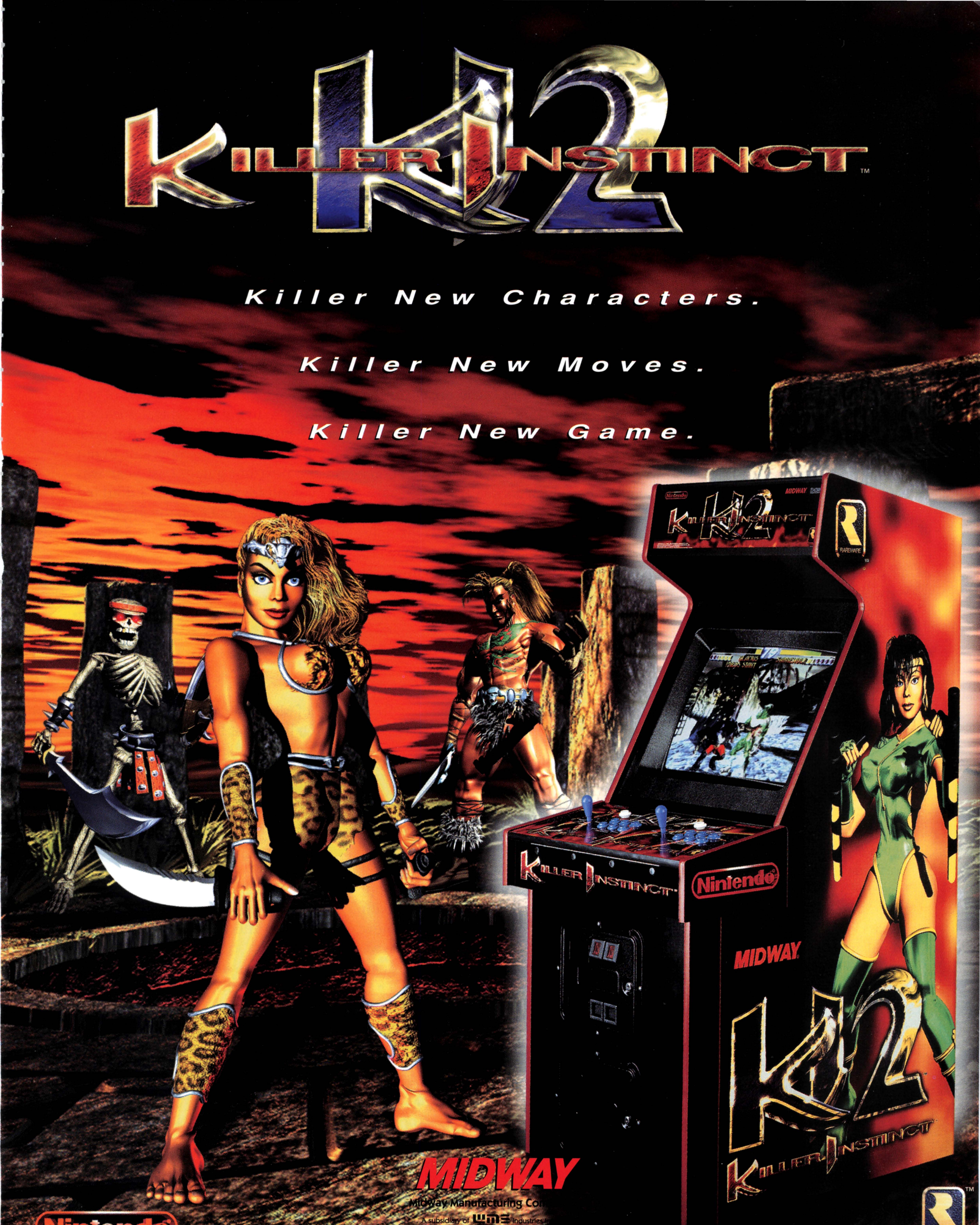
Back to this year's show. Here are the facts, according to the show committee: the number of participating companies, 235, was nine fewer than last year's ACME. The number of booths was down by close to 60 with the total number taken coming in at 857, and attendance was down by seven percent.

"Noticeably there were fewer exhibitors," said Cravens. "Buyers weren't down as much. Really we get about the same people every year. We haven't figured out a way to increase operator attendance."

But one way may be to move the show to Las Vegas, possibly on a permanent basis. "We always draw a lot more people in Vegas," said Cravens. "We will definitely be in Las Vegas next year and probably keep that venue."

According to Cravens, Las Vegas provides cheaper exhibition space, hotel room, air fares, and better nighttime entertainment.

In critiquing the show, Cravens praised the Treasure Hunt, Tech Fest,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and seminar programs—in particular the Disney sessions that focused on management, service, and creativity. The idea center presentations ran hot and cold, he said, with some drawing significant attention and others none.

The League and Tournament Row was not as great a success with low traffic throughout the three days. "We're not completely happy but we are going to continue to do it because that's where the business is going," Cravens explained.

The show committee's assessment of a slower, smaller show seemed to reflect the majority of comments. There was one comment we couldn't resist reporting. It's one that had us chuckling. It came from, of all people, a cab driver! He asked his fare if they were attending the coin machine show. When they answered that they were, he said, "I hear it's pretty slow!"

Operator: "Why do they have to name the games with such graphically gory names? Just the name itself is enough for parents to complain."

Overall, most comments were negative, disparaging the low attendance. Many blamed the location, saying that two previous shows, Fun Expo '95 and Leisure Expo '96, had been held in Orlando. "There is nobody here from the West Coast," one major factory rep complained.

But all was not doom and gloom, with some manufacturers reporting good response, and others saying that the presence of key distributors still made for a good show.

"We've had a great show, but if you've got product everything is all right," said I.C.E.'s Greg Kania.

And John Margold of NSM-America said that despite low attendance, seeing the right people made all the difference. "Obviously we haven't had a lot of traffic, but I like to say that we don't need to see lots of people, just people with lots of money," he joked.

Paula Russell of Southland Distributing: "I'm looking for inexpensive redemption equipment with a good return on investment that is fun to play. It's difficult to find."

David Goudeau of Southland Distributing: "More people are going to the family entertainment center mode now. There is a higher investment on the front side, but it is offset on the back side by higher earnings and less rotation. The return on investment is better than video. You have to be really careful with video these days. I don't see the golden goose yet."

Bob Lentz of Merit: "There is a lot of apathy in the industry right now. Operators don't want to buy; they are happy with what they have. Our products are the best investment for the street operator. We understand street operators and are focusing our attention along those lines."

Hugh Reid of Action Lighting: "When things are down people are trying to figure out what to do to bring back the pack. Some operators are upgrading games that did not come with lighting and some are starting new places or remodeling. That's where we come in. We appeal to a very broad market, fortunately."

Gordon Preston of Muzicom: "There is no such thing as a problem. There is a challenge or an opportunity."

Ben Lloyd of Quartermaster: "We've had a good response from operators, met a lot of people, and made new contacts."

Gene Winstead of American Amusement Arcades: "There is an application for all the equipment here. It may not be as deep as manufacturers would like to penetrate the market. We're in the entertainment business and you have to put out something new."

Marty Murin, Rainbow Falls Video Service: "I come to the show to find the heartbeat of the industry nationwide. The slow money (pool tables, jukeboxes) always pays the bills, but I'm looking for that one hot game that I can make money with instead of just making a living. A typical location could buy the jukebox and the pool table but looks to the operator to put in the next hot game. Last year was very good for countertops. I doubled or tripled my money on the *Megatouch* countertops."

Marc Mandletort of Marco Specialties: "I invested in photo booths at this show. I heard the magic words, 'The girls will play it.' I consider that new money that wasn't there before because girls don't play the videos and pins as much as the boys."

And here are a few more comments:

Exhibitor: "Traffic is unsatisfactory. The videos get turned around too quickly to the home market, which kills coin-op revenues. There's too many of them and none get the ROI. Videos, pinballs, and redemption games are all high-priced equipment. What people should be looking for are more staple games that earn steadily for years."

Attendee: "Small and slow, that's how I describe this show."

Exhibitor: "I know I shouldn't really say this, but I've had more time to spend with my distributors because the booth hasn't been very crowded with operators. Of course, that's not really a very positive comment." ▲

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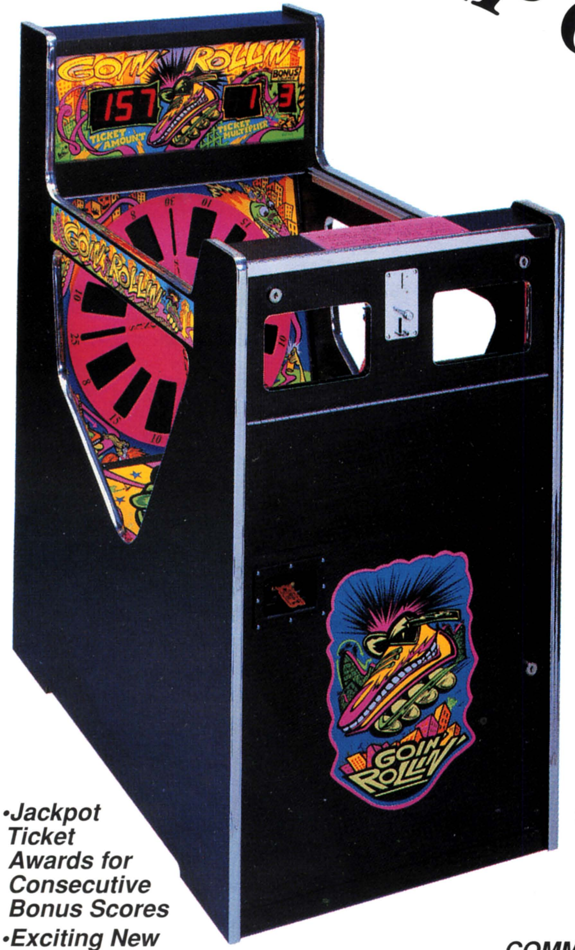

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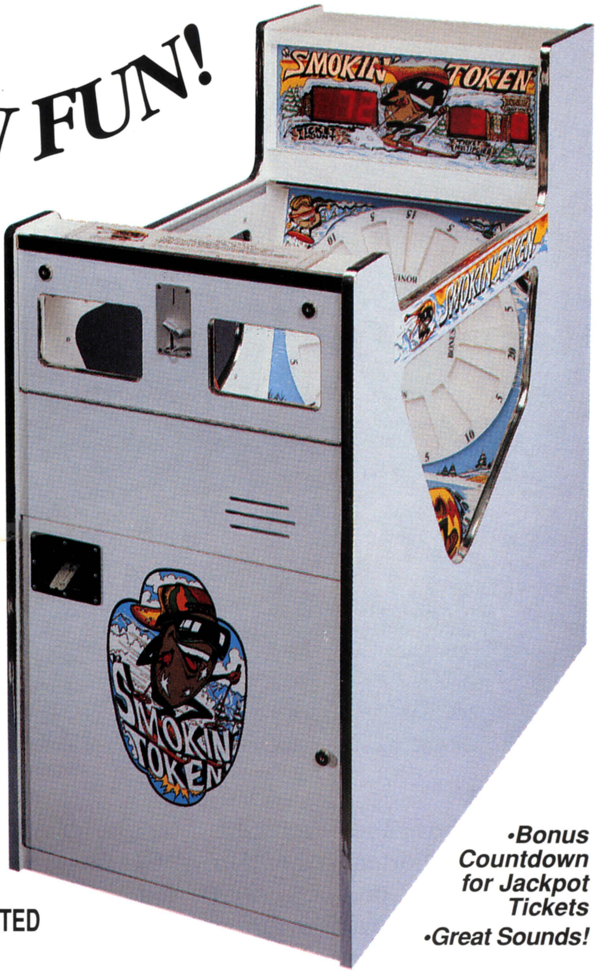

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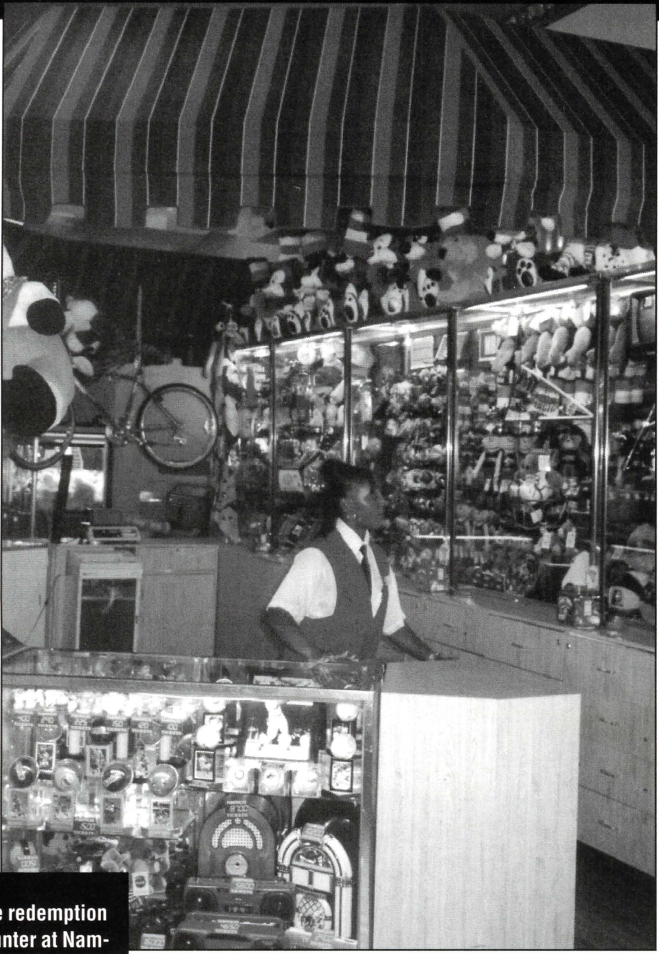

The redemption counter at Namco's Church Street Station arcade is fully stocked with a wide range of prizes.

Redemption field trip provides new *insight*

Above and beyond the all-important exhibition of new product, trade shows provide a forum for members of the industry to share war stories and catch a glimpse of how others go about their business.

The ACME redemption field trip, going on its third year, has proven to be one of the best ways to achieve this goal, letting operators tour other facilities in the local area and pick up insights about the business of redemption.

At ACME '96 close to 100 participants spent the day before the show touring five facilities around the Orlando area and sharing tips with one another. The event was put together for ACME by redemption experts Rhonda Fletcher and Sue Monday, who served as tour guides on the trip.

The first stop on the redemption field trip was Friday's Front Row, one of three Dave & Buster's-style prototype locations being developed by the TGI Fridays restaurant chain. Each location features a sports theme with memorabilia, large screen televisions, and some bleacher seating. The other two locations in Houston and Dallas are connected to sports facilities, and a fourth is being opened in Portland.

Front Row's game room, operated by Cleveland Coin, is located on the second floor loft area overlooking the main restaurant. With 22,000 square feet of space, the location can accommodate 622 diners and has 42 coin-op games.

"Typically, I don't want to take a second floor spot but this location doesn't do bad," said Cleveland Coin's Rick Dee, adding that all 27 of the company's locations in Florida are in institutional accounts. "We don't want to compete against standard operators."

According to Dee, Cleveland Coin purchases the merchandise for the redemption counter, with the exception of logo themed items, and provides service for all the machines. "We send a qualified technician in every day to do repairs. All costs come off the top before we split 50/50."

The game room features a good mix with videos located at one end, and redemption pieces sprinkled through several rooms near the front. An *Alpine Racer* by Namco is the centerpiece, located near the second floor bar on an island overlooking the first floor. All games are run on tokens, but Dee said that debit cards might be a possibility in the future.

"I don't put out a machine for less than 50 cents unless it's a single coin roll game and I don't get a resistance," he continued. "I think once people buy tokens they loose the perceived value of the money."

Redemption operations at Front Row utilize two Smart *Ticket Center* counters, which print a receipt for tickets that can be turned in at the counter

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This 2-player ghost-sliming shooting game features a radical blend of 3D video and redemption technology! Players are hurled through a haunted mine where they slime as many swarming spooks as they can! Non-violent family fun featuring AFTR technology displaying over 16 million colors!

Size: 27"W x 71"D x 69"H Weight: 300 lbs.

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Amass some treasure with the most interactive multi-coin roll ever produced! Players shoot up to 20 rapid firing coins at ten target slots. The more they hit the more they win! Fully programmable.

Size: 25.5"W x 47"D x 83"H Weight: 200 lbs.

PHARAOH'S FANTASY

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An all-time Midway favorite comes to Redemption! In this fully-automated version of the classic coin toss players try to pitch their tokens onto the raised targets for a ticket bonanza! A surefire hit!

Size: 32"W x 82"D x 81"H

Weight: 500 lbs.

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Wild adventure...untamed excitement! Lazer-Tron's roaring roll-down challenges players to hit combinations of animals on the spinning targets on the back wall! Great for kids and adults! Awesome animal sound effects!

Size: 25"W x 72"D x 86.5"H

Weight: 400 lbs.

SPIN-TO-WIN

There's no risk with this money making wheel of fortune! Players roll balls down ramps into target holes for the chance at winning thousands of tickets. A rollercoaster of fun for all the family!

Size: 24"W x 72"D x 96"H

Weight: 300 lbs.

SWAMP STOMP

A game that always gets the whole joint jumping as players go wild, stomping their way across tricky alligator backs to reach the treasure at the top of the swamp!

Size: 48"W x 95"H x 70"D. Weight: 500 lbs.

SWAMP STOMP

RIBBIT RACING

Everyone's leaping at the chance to play this #1 rated game in which players try to beat each other around the hip-hopping track! A two-player whack-em and smack-em race classic!

Size: 41"W x 38"D x 95"H.

Weight: 400 lbs.

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for merchandise. The attendant is provided by the operating company. Tickets are valued at a penny each, and Dee said the goal is an average return of 30 percent at the counter meaning that percentage is slightly higher at the machine payout level when bonus jackpots are taken into account.

"We price our merchandise at exactly wholesale price plus we add in shipping and handling," Dee said. "This room is averaging 29 percent payout."

Next stop for redemption field trippers was Fun N' Wheels in Kissimmee next to the Osceola Square Mall. The spot was selected, according to Fletcher, because a survey of last year's field trip attendees expressed interest in seeing more of a full pocket park and Fun N' Wheels is noted by locals as a popular spot.

Along with a game room and redemption counter, also operated by Cleveland Coin, the facility features four go-kart tracks of differing skill levels, a small bumper car and bumper boat area, water slide, ball pit, gift shop, snack bar, and inflatable play area.

Despite the location's reported success, some of the attendees said the age of the games and condition of the equipment left something to be desired.

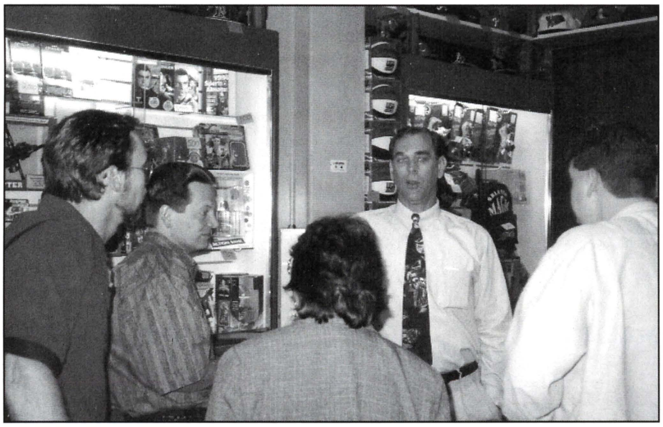
The third location was a non-redemption stop that field trip organizers said was too exciting to pass up, the Sega exhibit at Epcot's Innoventions pavilion.

"They use it as a test center, not so much for the coin-op end, as consumer games," explained Fletcher. "They also do a lot of testing of parts, joysticks, etc., and they have it down as to which parts will last longer."

Sega is the largest exhibitor with 10,000 square feet, and attendance figures reportedly range from 30,000 to 50,000 people per day. The two largest pieces are the *Virtua Formula* racing simulator with nine full-sized cars going head to head on large format video screens and the *AS-1* motion simulator.

"It's like a big trade show 366 days a year, at least this year," said Sega's Jeff Taylor. "Currently in the U.S. we have three Virtua Formulas, two in Las Vegas and one here. We're not like an arcade. We have added theatrical lights and made it a real attraction."

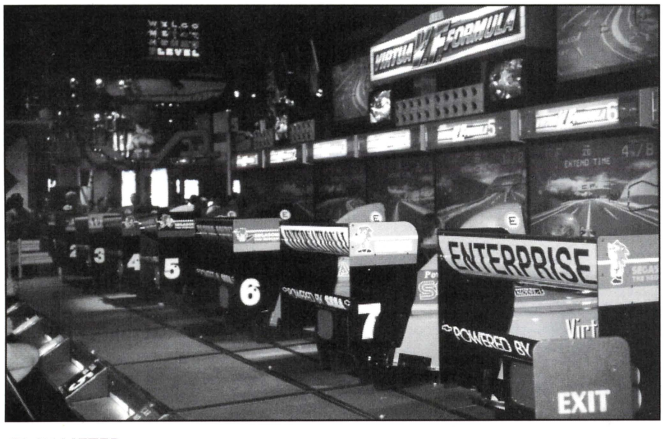
Coin-op games at the exhibit include a large format *Fighting Vipers*, a two-player *Sega Rally Championship*, *Virtua Cop 2*, and a two-player *Indy*



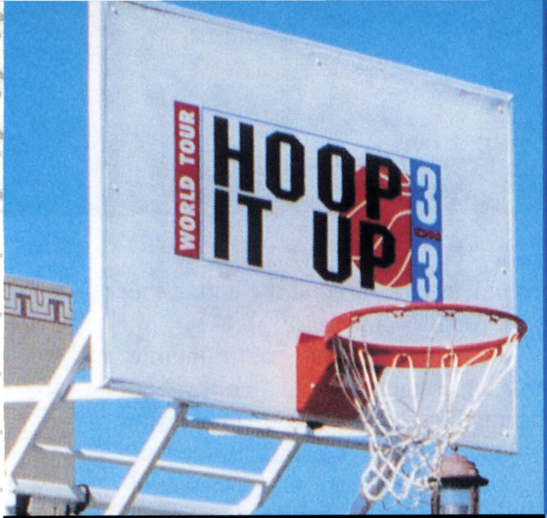
Rick Dee of Cleveland Coin explains redemption operations at Friday's Front Row.

Fun 'N Wheels has four separate go-kart tracks of differing skill levels, as well as a game room and redemption counter.

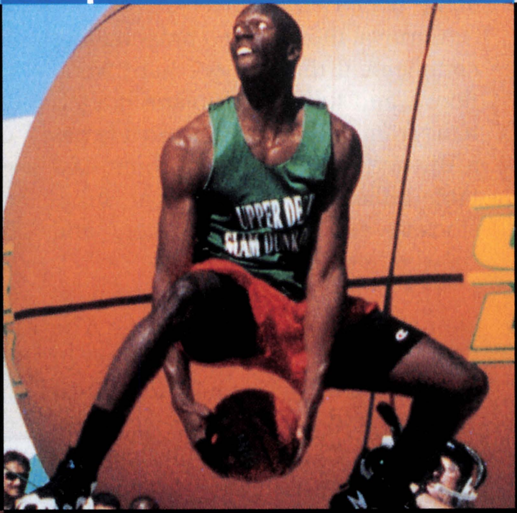
Sega's *Virtua Formula* at Epcot is one of only three in the United States.



The Sega exhibit at Epcot is used as a testing ground for new home releases and parts.


WORLD TOUR
HOOP IT UP
3 ON 3

WORLD TOUR HOOP IT UP® 3 ON 3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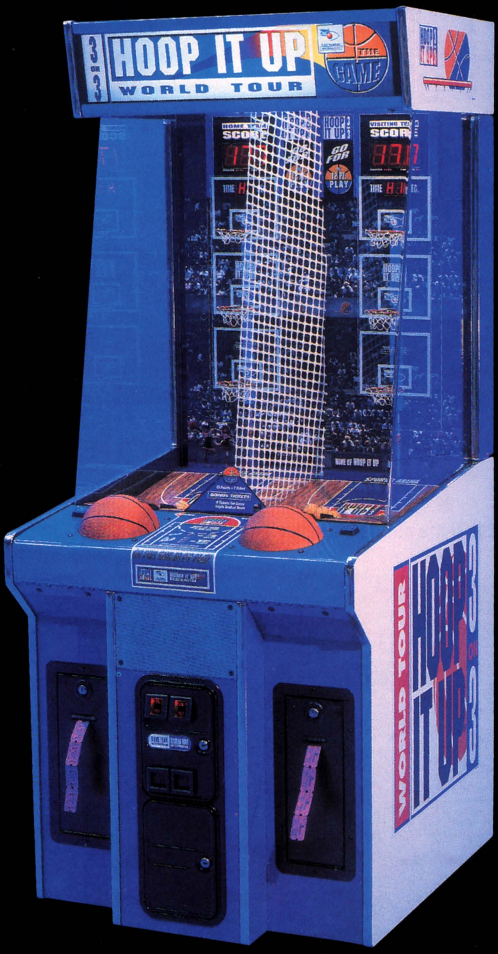
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WORLD TOUR
THE GAME
HOME SCORE
VISITING SCORE
GO FOR
WORLD TOUR
HOOP IT UP
3 ON 3

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500 and *Daytona USA*. The 150 home games set up on free play include sports games, titles for younger players, fighting and driving games, some older games, and new offerings in development.

Operators who attended the field trip got a chance to ride the *Virtua Formula* and *AS-1* free of charge and were treated to lunch at the Living Sea aquarium exhibit.

Downtown Orlando was the site of the fourth location, Namco's arcade on the third floor of the Church Street Station mall, which taps into local retail consumers as well as a large number of out-of-town visitors.

Fletcher said that 75 percent of the income generated by the arcade's 153 games is redemption related. The facility also specializes in parties for high-school graduations that are similar to old fashioned lock-ins. "They say it has been very popular and helped generate a lot of repeat business," said Fletcher.

Tokens are priced from three for a dollar to 90 for $20, and many of the newer games are set on two or three tokens per play. Namco's *Galaxian* theater is priced at nine tokens.

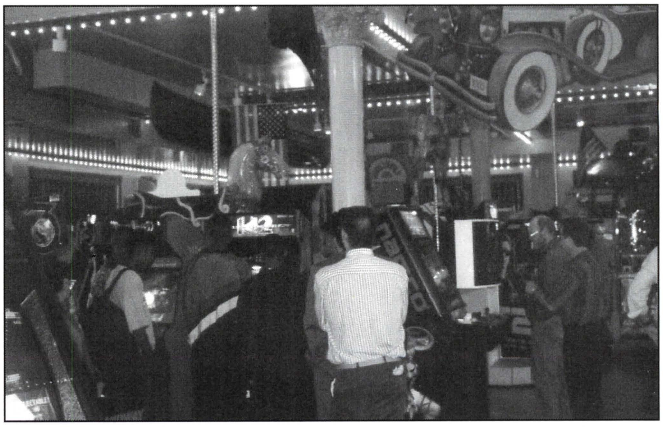
Carnival theming and brass railings complement the facility's hard wood floors, and full-sized biplane models hang from the ceiling. The arcade has a themed birthday party room, six-table billiards area, snack bar, fully-stocked redemption counter, and snowball stand.

The field trip's final stop was a newly-opened, family-owned FEC, The Fun Machine, in Longwood north of Orlando. The facility has more than 160 games with approximately 60 percent of that consisting of redemption equipment; the redemption counter is prominently featured at the end of the game room's center aisle.

Attractions include an inflatable laser tag arena, provided on a revenue sharing basis by Laser Storm; a large softplay area; snack bar; birthday party rooms; batting cage, and a section of classic video games, such as Centipede and Lunar Lander, for older players. Against one wall sits a bank of 22-year-old *Skee Balls* linked together. Another unique feature is refurbished gaming machines which pay out in prize tokens that cannot be put back into the machine. Game tokens sell for 25 cents each.

The Fun Machine is owned and operated by M.N. Recreations and caters mostly to locals near the mall location. "We're the anchor of this mall," said general manager Cheryl Dickens, who designed the facility. "We're the one that will actually bring other stores in." ▲

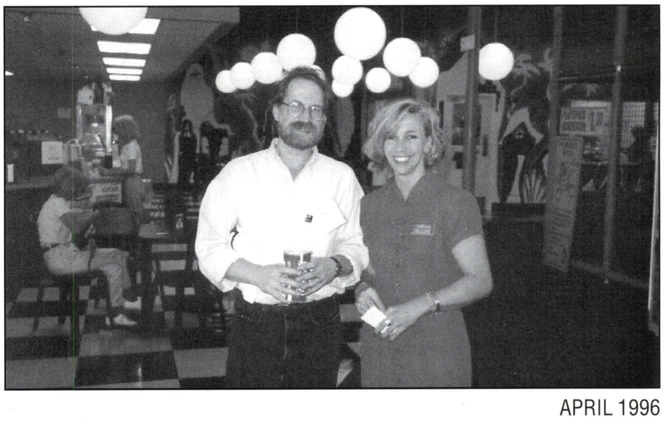
Taking a break at Fun 'N Wheels, (l-r): operators Dale Lazar, Glenn Anderson, Charles Rowland, Bill Stone, and field trip tour guides Sue Monday and Rhonda Fletcher.



While the Namco arcade has plenty of new video releases, the facility generates 75 percent of its revenue from redemption.

California operator Dale Glazer gives his son Spencer some pointers on this bank of 22-year-old *Skee Balls*.

Fun Machine manager and designer Cheryl Dickens chats about operations with Pennsylvania operator Dale Lazar.



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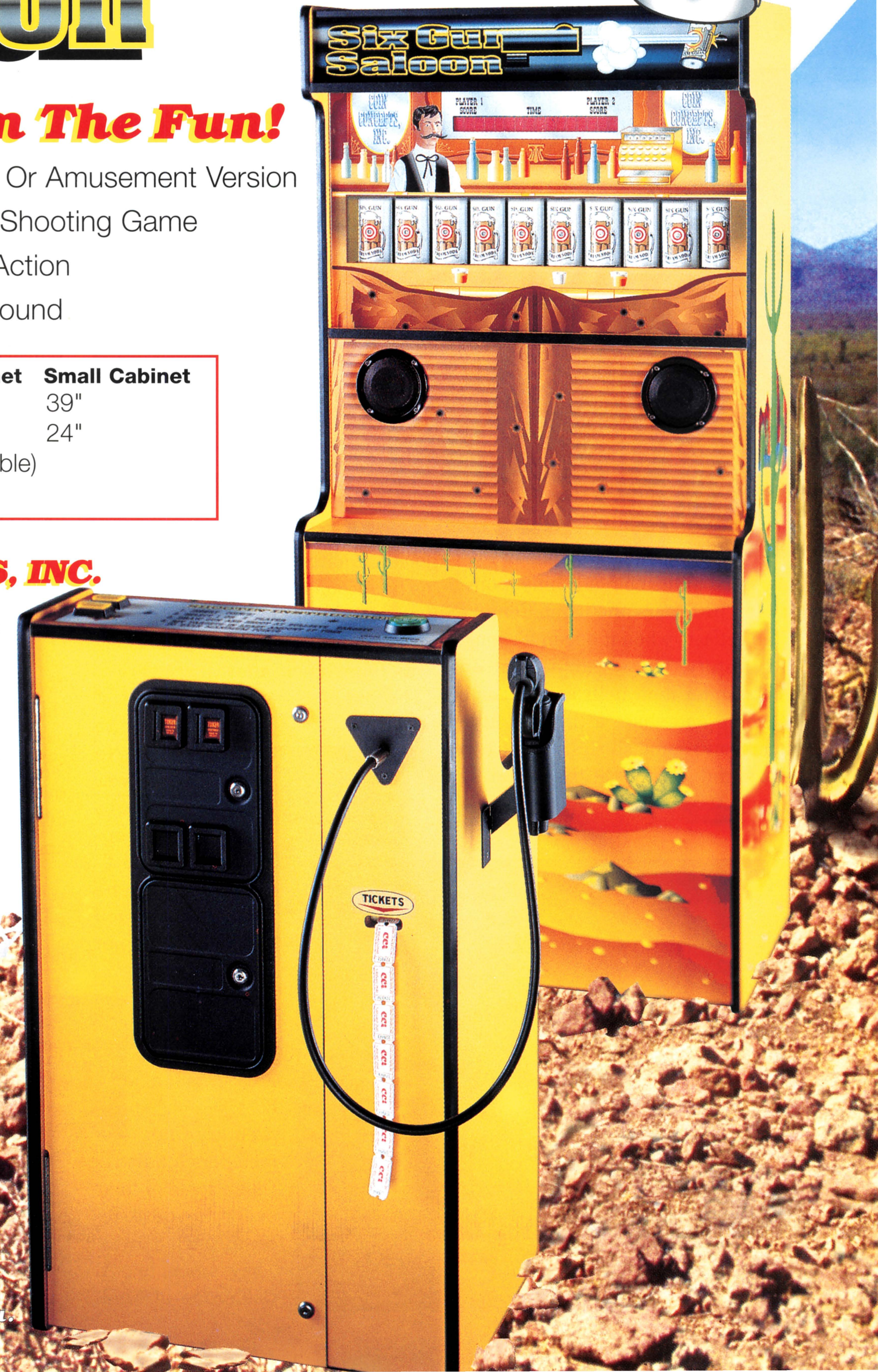
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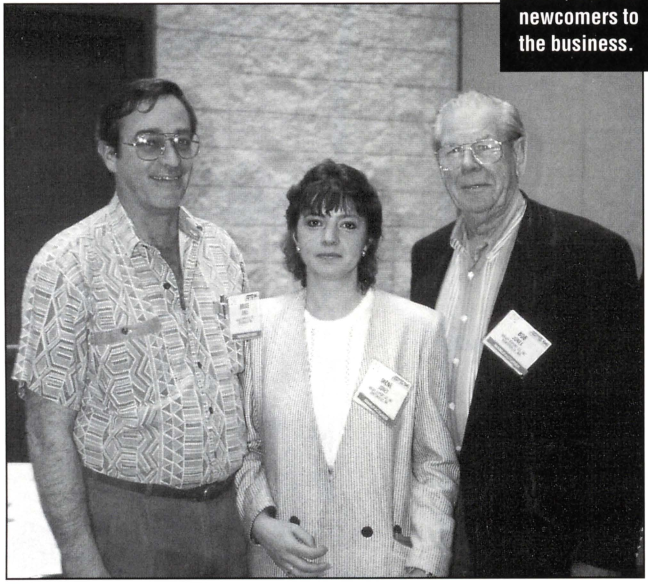
A century of memories

Here are some of the Century Club members posing for a group shot.

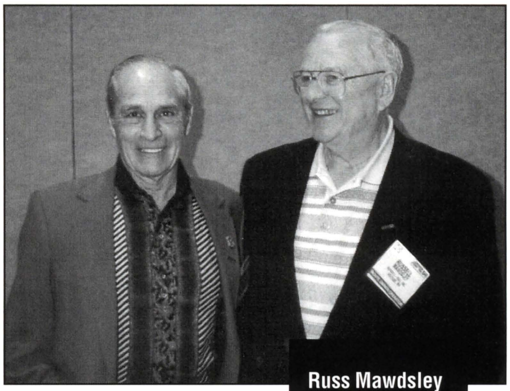
While no one has really been in the coin machine industry for 100 years, the name Century Club reflects when it began it's long, rich history. Those with at least 25 years under their belts are welcome to come and share a drink, a little snack, and some stories. About two dozen did just that at the gathering during ACME '96.



Bob Jones (r) brought his son Bruce and daughter-in-law Irene, who are newcomers to the business.

Steve Kordek, who had a bout of ill health prior to the show, was looking as handsome as ever, sharing some personal history like his fond memories of Bill O'Donnell hiring him along with three others after Genco closed. "The four of us were a great team and we wanted to stay together. No one else was willing to take us all until I approached Bill. When I left he wished me well but said I could not take those other three guys! All of them eventually retired from Bally."

Century Club members fondly recalled some of their own who have recently passed away. They include Al Calderone of Modern Vending; Tommy Grecco; and Clayton Ballard, who was with Wurlitzer for many years.



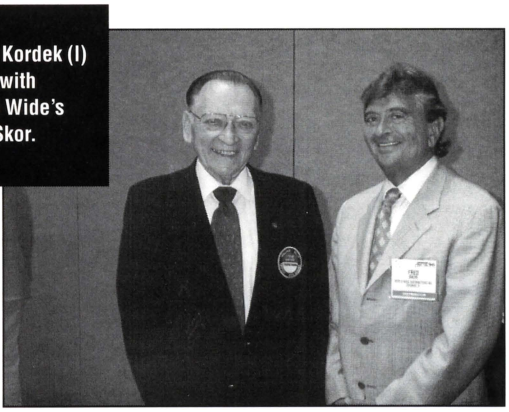
Russ Mawdsley (r) shares a story with Harold Harkins.

Russ Mawdsley, who was Play Meter's first coinman interview back in 1974, said as he looked around the room: "If you've been in the industry for 25 years you are a survivor. Nothing has really changed except the way we do business."

He added, "This is a business that has been good to all of us."

Frank Happ of Happ Controls and Steve Epstein, both first timers, shared stories of their early days. "Because of my friendship with Roger Sharpe, I was able to meet some of the legends. Harry Williams, for example, was a man I'll always be glad I knew," said Epstein.

Happ noted that he, too, had met Williams during his early years. "This industry has been good to me," he said. ▲



Steve Kordek (l) chats with World Wide's Fred Skor.

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It was Brady's night and what a night!

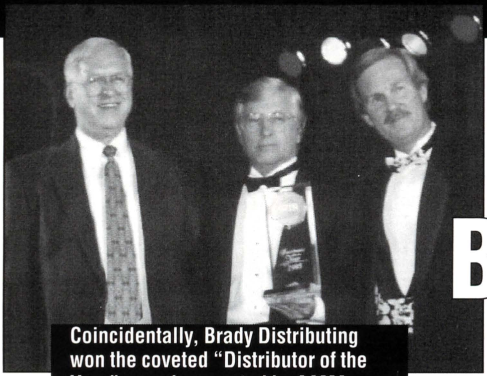
Jon P. Brady of Brady Distributing in Charlotte, N.C., took center stage at the annual American Amusement Machine Charitable Foundation's dinner. Brady was named "Man of the Year" by the organization, which raises funds for worthy causes, each time chosen by its honoree.

Brady chose to establish a fund for scholarships at the University of North Carolina at Chapel Hill, his alma mater. He said in the booklet dedicated to his life story, "I am grateful for the opportunity to create this fund, and I will be privileged to meet the students who benefit from it. On behalf of future beneficiaries and myself, I thank you for this special honor."

Brady's best friend, Stan Brookshire, was the guest speaker. Stan recalled the days when he and Jon were school boys and shared a few stories about the man most know through business. He quipped that Jon always accused him of revealing the truth about Santa Clause: "Yes, Jon I did tell you about Santa, but that was only four years ago!"

Bill Cravens, chairman of the ACME show committee, talked of Jon's ability to take the skills of those who work for him and letting them do their job. "There is the finest assembly of talent at Brady than I've seen about anywhere," Cravens noted.

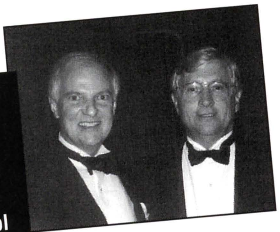
Jon addressed the group of friends and family expressing his joy at being honored by his peers and thanking his parents for being his inspiration. "My dad, C.B. Brady, was the positive figure in my life. He initiated the scope, shape, and direction of the company. It was an honor being his son," he said. ▲



Coincidentally, Brady Distributing won the coveted "Distributor of the Year" award presented by AAMA during the banquet. Rick Kirby (r), president of AAMA, presented the award to Blair Norris (l) and Jon Brady.

Lazer-Tron's Norm Petermeier shares a laugh with Fabtek's Jeanne Petit Ballouz.

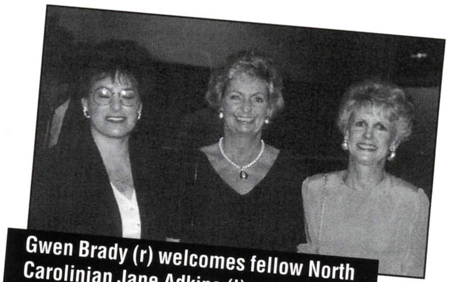
Enjoying the event (l-r): Tom Kane (Skee-Ball), Lisa Basten (Bay Tek), Tim Davis (Skee-Ball), Reggie Moultrie (Skee-Ball), Frank Ballouz (AAMA board), and Tim Jackson (Planet Earth).



Jon's boyhood friend, Stan Brookshire (l) shared some interesting stories about Jon's school days.

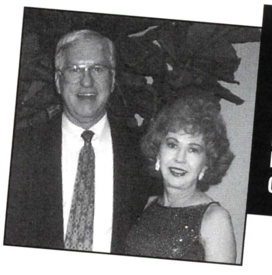
Mr. and Mrs. Nolan Bushnell with Bulldog's Marguerite Kirby (r).

Williams Bally/Midway's Joe Dillon (l) and Ken Fedesna accepted the award as "Manufacturer of the Year" presented during the festivities.



Gwen Brady (r) welcomes fellow North Carolinian Jane Adkins (l) and Marilyn Cravens.

Gwen Brady (l) with her mother, her brother and his wife, and son Chris.



Brady's Blair Norris is celebrating 35 years at Brady. He shares this photo with his beautiful wife Gayle.

Ira and Leah Bettelman tear up the dance floor!

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Awards honor popular games and "Operator of the Year"

From left: Carol Lally, Vicky Sieben holding Aaron, little Ariel Sieben in front, Leah Sieben, Michal Sieben, and Valerie Cognevich.

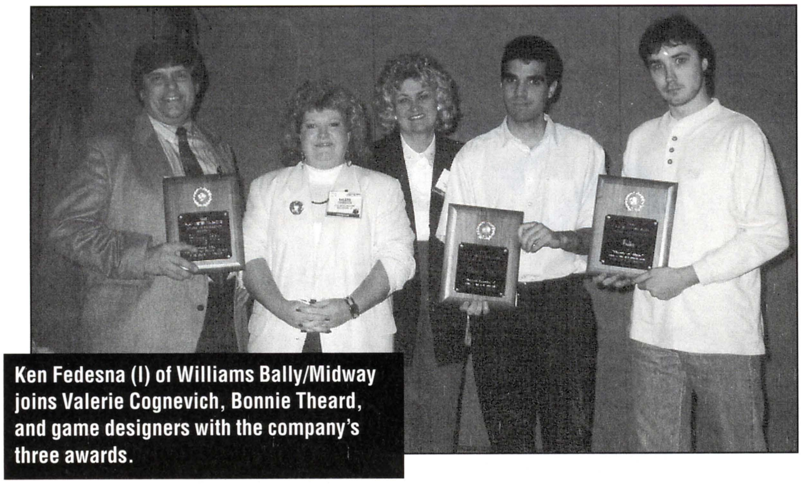
Happy award winners, (l-r): Lamar Forque, Tony Maniscalco, and John Hill of Sega hold six awards presented by Rick Kirby of AAMA.

Outstanding equipment and a dedicated operator were the focus of attention during the ACME operator's cocktail party March 7 at the Clarion Plaza Hotel.

Play Meter presented awards of excellence for the best equipment of 1995, which were voted on by operators, along with its "Operator of the Year" award given in the name of the magazine's late founder Ralph C. Lally II.

AAMA presented sales achieve-

Happy Rowe winners of a Play Meter award, (l-r): Joel Friedman, Jerry Gordon, and David Sadler.



Ken Fedesna (l) of Williams Bally/Midway joins Valerie Cognevich, Bonnie Theard, and game designers with the company's three awards.

Cutting a cake to celebrate the ACME anniversary, (l-r): Bob Fay, Rick Kirby, Carol Lally, Bill Cravens, and Valerie Cognevich.

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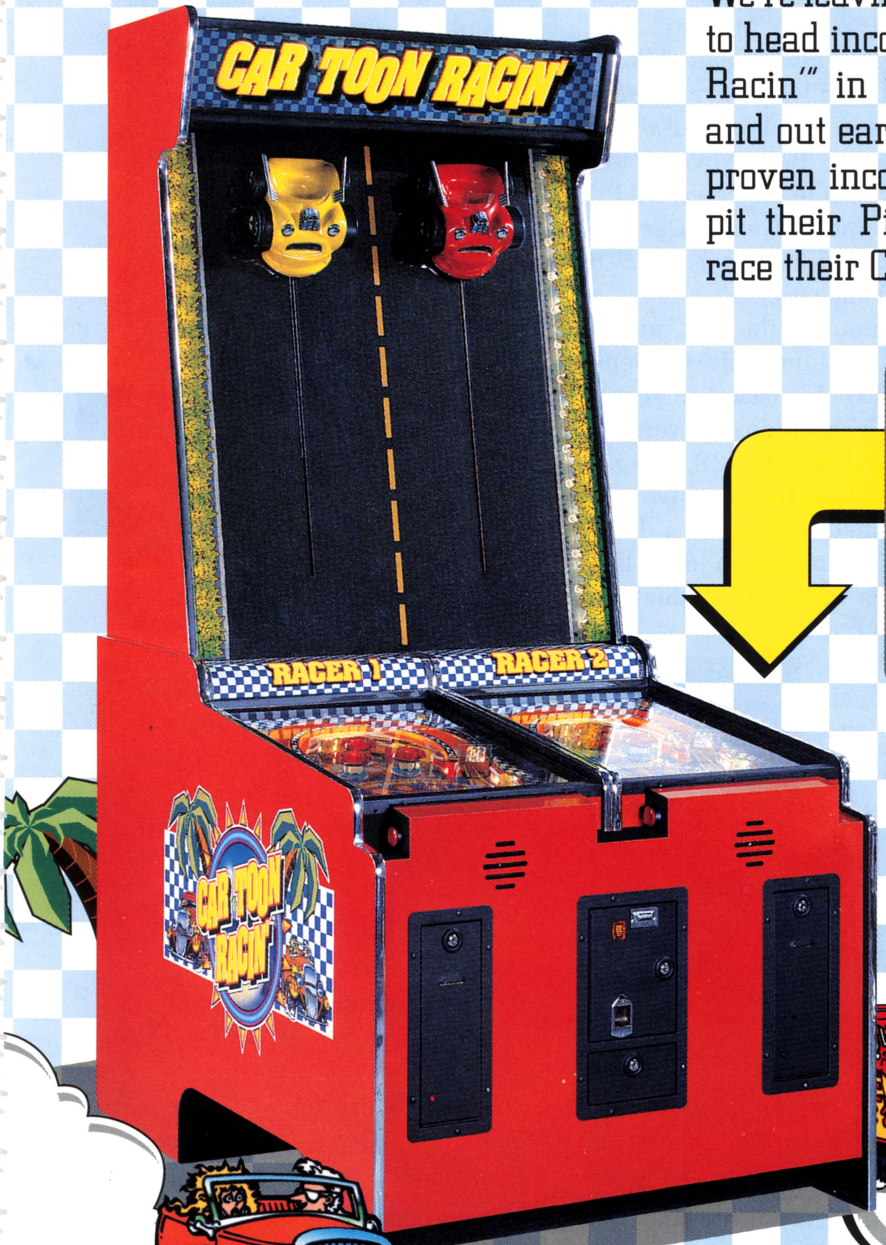

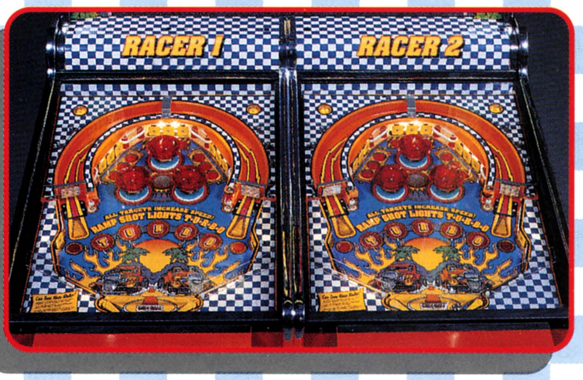

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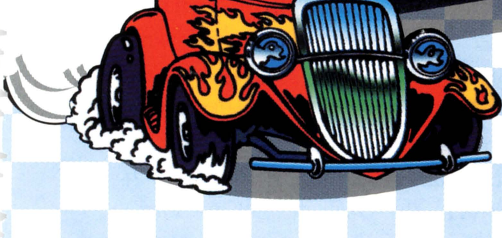

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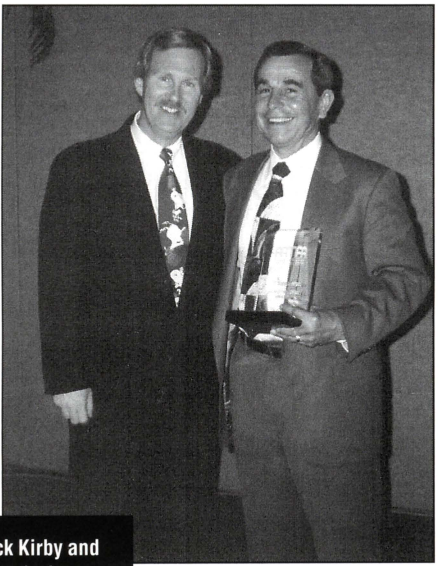


Rick Kirby and award winner Norm Petermeier of Lazer-Tron.

ment awards that covered a period from Jan. 1, 1995 to Dec. 31, 1995. Sales figures are certified by each company's accountant. All AAMA member companies are eligible for the awards, which are given in silver, gold, platinum, and diamond levels.

Staff members from Dynamo and Valley hold their awards for Best Sports/Table Game.

Operator awards

Play Meter's annual State of the Industry Survey not only gauges the current status of the coin-op entertainment world, but affords operators across the country the opportunity to vote for their most successful games.

Winners were: Best Dedicated Video—*Cruis'n USA*/Midway; Best Video Kit—*Mortal Kombat 3*/Midway; Best Pinball—*Theatre of Magic*/Bally; Best Jukebox—*LaserStar CD 100*/Rowe; Best Novelty/Redemption Game—*Cyclone*/I.C.E.; Best Table/Sports Game—*Dynamo Hockey/Dynamo and Cougar ZD-6 Pool Table*/Valley (tie).

The "Operator of the Year" award was given posthumously to Gene Sieben of M.H. Associates in Fargo, N.D., a 20-year industry veteran who died suddenly Dec. 29, 1995.

Sieben epitomized the involved and concerned operator, a hard working family man who loved this industry. His widow Vicky Sieben, who labored alongside of him building both an operating and distributing business, tearfully accepted the award on his behalf. The industry is lucky to have had someone of Sieben's character in its ranks making a contribution for decades.

Ralph Coppola of I.C.E. accepts an award from Rick Kirby of AAMA.

Manufacturer awards

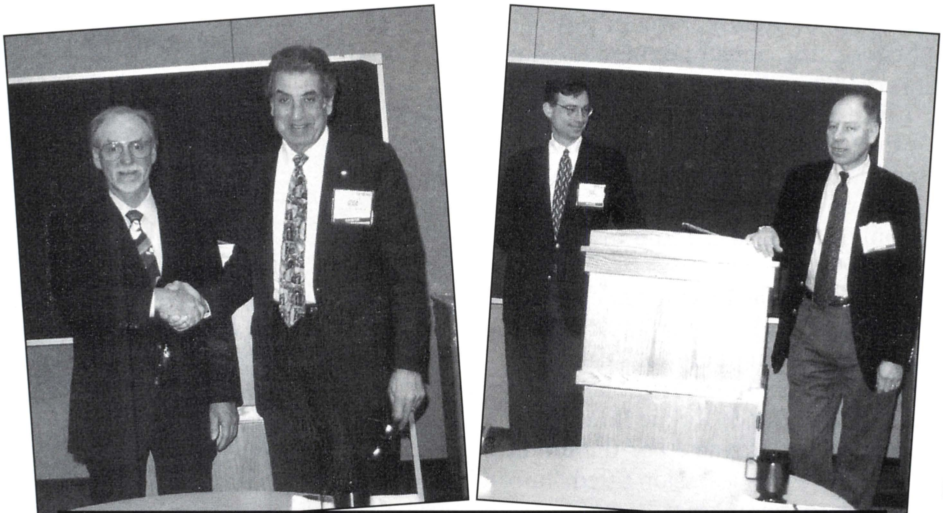
AAMA saluted manufacturers whose products met predetermined sales levels in the following categories:

Video: Diamond—*Daytona USA Twin*/Sega, *Neo-Geo* (kit and cartridges)/SNK, and *Mortal Kombat 3* (kit)/Midway; Platinum—*Open Ice* (kit)/Midway, *Sega Rally Championship Twin*/Sega, *WWF Wrestlemania*/Midway, and *Area 51*/TWi; Silver—*Mortal Kombat 3*/Midway, *Daytona USA* (upright)/Sega, *Indy 500 Twin*/Sega, *Virtua Fighter II*/Sega, and *Virtua Cop*/Sega.

Pinball: Platinum—*Theatre of Magic*/Bally, Gold—*The Shadow*/Williams, *Dirty Harry*/Williams, and *No Fear*/Williams; Silver—*Johnny Mnemonic*/Williams, *Jack-Bot*/Williams, and *Indianapolis 500*/Bally.

Redemption: Diamond—*Cyclone*/I.C.E.; Platinum—*Ribbit Racin*/Lazer-Tron; Gold—*Hoop It Up*/TWi. ▲

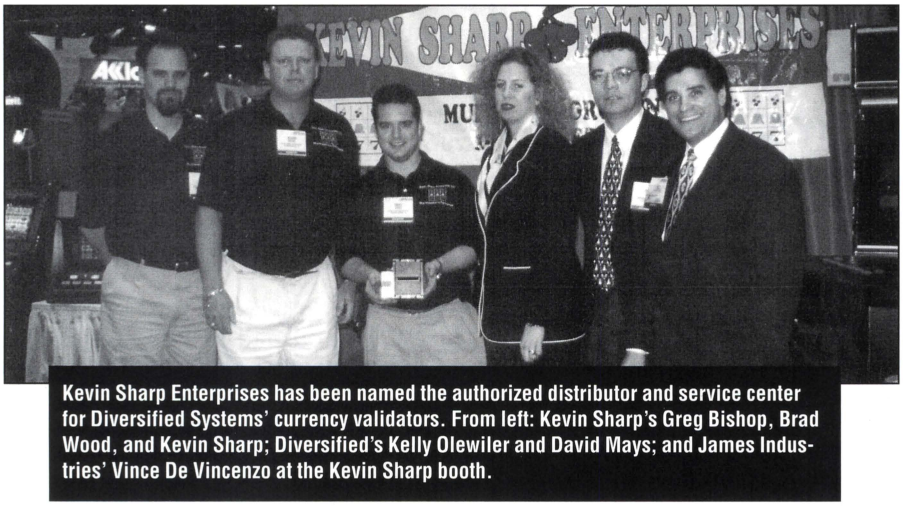
And now, for some special announcements



It's official, there will be a merger of Valley Recreation Products and Tornado Table Sports. Left: Ed McCloud (l) of Tornado and Chuck Milhem of Valley shake hands after the March 8 announcement. Right: Russ Steenberg (c), managing director of Fenway Partners, and Ed Silverstone, president of Fenway Holdings (Valley's parent company), answer questions concerning the merger. Check "News Notes" for more about the future of Valley and Tornado.

NBA JAM EX
SPALDING
SPALDING

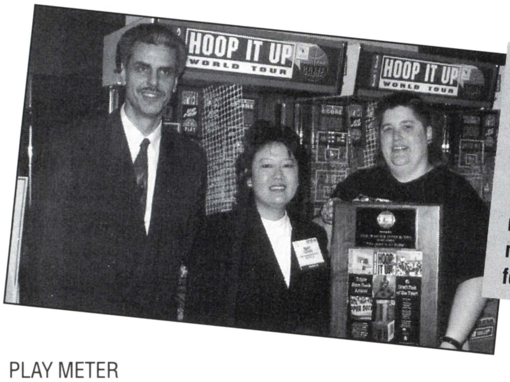
Smiles all around, and with good reason. Young players Michael Hennessy of Alpha-Omega and Tom Davis of Indiana Beach are holding basketballs autographed by NBA great Larry Bird. The boys won the basketballs after competing on Acclaim Coin-Op's *NBA JAM Extreme* video. They are surrounded by pretty cheerleaders and Matt Kelly of Acclaim Coin-Op Entertainment.



Kevin Sharp Enterprises has been named the authorized distributor and service center for Diversified Systems' currency validators. From left: Kevin Sharp's Greg Bishop, Brad Wood, and Kevin Sharp; Diversified's Kelly Olewiler and David Mays; and James Industries' Vince De Vincenzo at the Kevin Sharp booth.

Win with PUTTING CHALL
PUTTING CHALL LEADER BO
Name
GRAND PRIZE

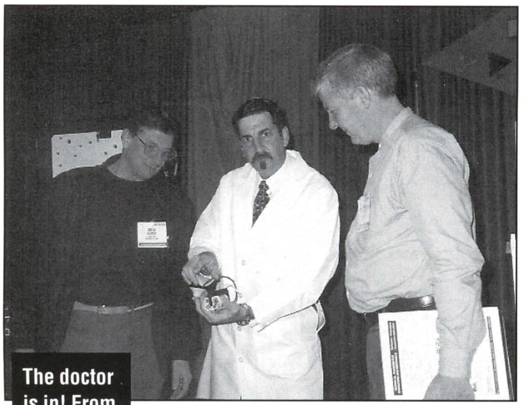
Karen and Steve Pullen of Kentucky Coin took up the challenge to compete for a new *Putting Challenge II* game from G.L. Technology and walked away big winners. Here Sam Kim (r) of G.L. presents the grand prize to them by the game and official leader board.


HOOP IT UP WORLD TOUR
HOOP IT UP WORLD TOUR

A big thank-you went out to Time Warner Interactive from Quick Silver Development Co. for TWi's popular *Hoop It Up* sports game. Greg Malavazos (l) presented an award to TWi's Mary Fujihara (c) and Carole Cameron, product manager for Hoop It Up. Quick Silver manufactures electronic components for the game.

Technical wizardry

plays to small house



The doctor is in! From left: Doug Schmidt of D & R Star, Randy Fromm, and Jim Edlund of Paradise Island.

TechFest was an opportunity missed. Although the crowd was not as heavy as last year, it remained one of the best bargains of the show, offering attendees a chance to get the lowdown on a wide range of repairs for everything from bill acceptors to jukeboxes.

According to TechFest's Randy Fromm of Randy Fromm's Arcade School, the most popular sessions were "Pinball Troubleshooting" with Tom Cahill of Williams Bally/Midway, "Monitor Repair Tips" Parts I, II, and III with Fromm, and "Ticket Dispensers" with Lars Jorgensen of Deltronic Labs, Jim Brindle of Entropy, and Fromm.

Three of the 16 scheduled sessions were canceled: "Compressor Maintenance and Redemption Game Repair," "Redemption Troubleshooting and Repair," and "Kiddie Rides Maintenance and Repair." For the uninitiated, there was a session titled "Introduction to the Internet."

In addition to daily repair clinics, TechFest included the job shop bulletin board, continuous training films, and a service advisor's booth.

Light crowd at league

and tournament row

While ACME's foray into show floor promotion of league and tournament play, League and Tournament Row, saw light participation, show organizers say their minds were in the right place.

The area was designed to help operators understand the workings and profits that can be achieved through leagues and tournaments. Show committee chairman Bill Cravens of Bulldog Amusements said that despite light traffic, League and Tournament Row would be continued in recognition of the growing industry trend.

BUD LIGHT DART LEAGUE

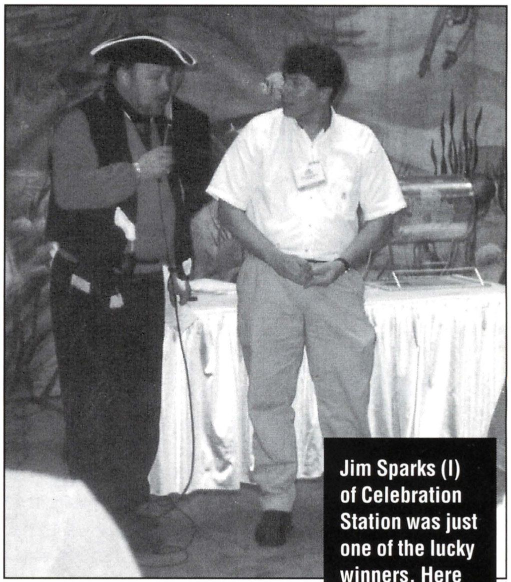
At the Bud Light Dart League table, (l-r): Kathi Prechtel of BP Amusement/Darts Unlimited, Glenn Remick of ADA, Robert Prechtel of BP Amusement/Darts Unlimited, and Michael Marino of J.C. Vending.

Organizations and companies exhibiting in the area, which was placed to the back corner of the show floor, included Merit Industries, Incredible Technologies, All American Amusement representing Williams Bally/Midway, Valley, G.L. Technology, Medalist Marketing, Tornado Table Sports, and the Bud Light Dart League.

So what was the response from operators? "About like this," said one exhibitor pointing to a nearly empty section, "there are no operators here."

A treasure chest

of valuable booty



Jim Sparks (l) of Celebration Station was just one of the lucky winners. Here he is congratulated by pirate Bill Cravens.

Show attendees had a chance to win a vast array of prizes donated by nearly two dozen companies when they participated in the Treasure Hunt. Prizes were on display at the Treasure Hunt booth near Tournament and League Row; winner's names were drawn each day at 4:30 p.m.

Operators received a Treasure Hunt Card and had to visit five Pirate's Coves that were placed strategically throughout the exhibit floor to increase traffic. To qualify for drawings, operators had to have their card stamped at each of the Pirate's Coves.

"I was coming to the show anyway, but it's always nice to be able to go home with a little extra bonus," noted one happy winner.

Companies that participated included Ace/Acme, ARMS, Deltronic Labs, ESD, Greenwald, Hanaho Games, Harvey's Music, Hot Hits, JCM, Just Kiddie Rides, King Plush, Mars Electronics, Namco, Nancy Sales, Play-By-Play, Rock-Ola, TWi, Valley, and Williams Bally/Midway. ▲

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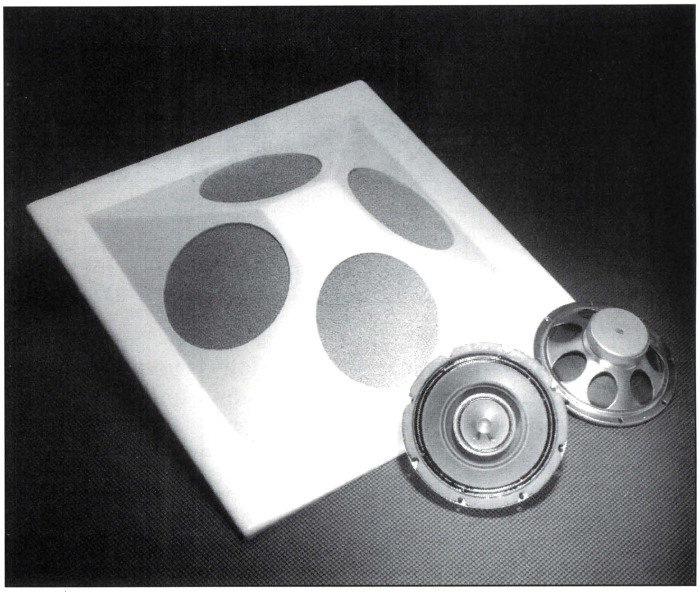

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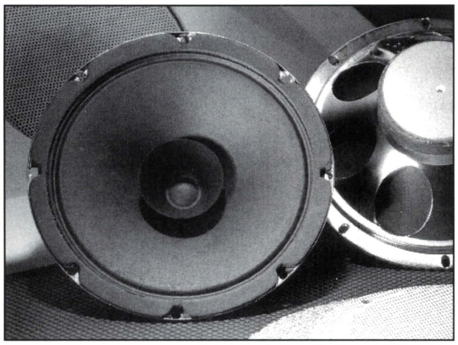

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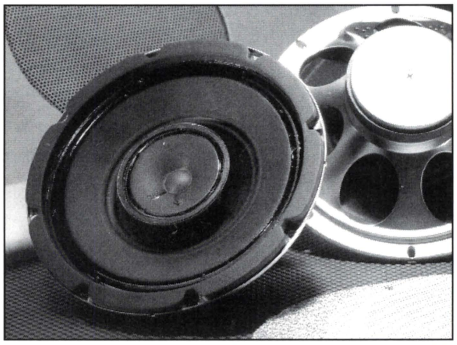

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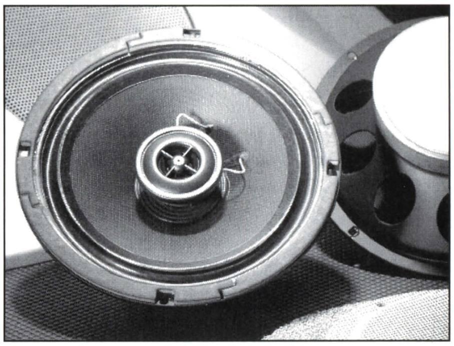

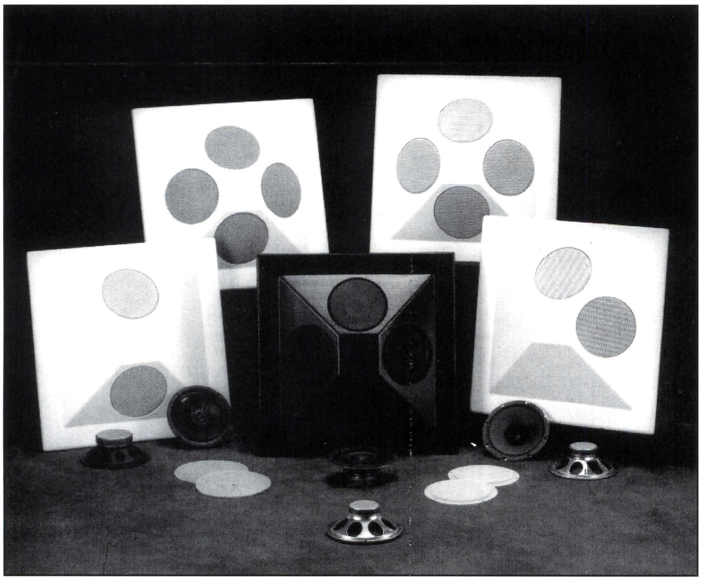

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The merchandise was hotter than the weather!

Francine A. Burrier

Greetings from warm, sunny Orlando. Oh, I'm sorry. It was not warm or very sunny. But I hope everyone enjoyed the home of the world's many theme parks and the most famous mouse of all. If for some reason you skipped the show to visit one of the parks and did not really get a good look at the merchandise at the show, here is a wrap-up of what was there.

Ace/Acme
Los Angeles, CA
(800) 926-2223

The Looney Tunes trend continues, and new for 1996 is Mr. and Mrs. Taz and Foghorn Leghorn, boasted Ace/Acme's Linda Ohlsen. But that's not all, she added. Olympic Bears are a new hot item just in time for the upcoming 1996 Olympic games. These cute bears in Olympic sweats and boxing shorts round out any redemption center. Besides the bears, there are various items like kick balls, super balls, pencils, and stickers.

And don't miss Animaniac mania, which continues with a great plush line. New for redemption are paddle balls, keychains, playing cards, and spin tops. Another great item, Linda continued, are licensed NBA fabric balls that blow up like inflatables. Definitely a hot item.

Bonita Marie
Toms River, NJ
(800) 272-6375

Goosebumps are the new craze for this company. It's licensed merchandise based on a series of mystery/horror children's story books. Goosebumps characters appear on everything from cereal boxes to television shows. George Ritacco explains, "Bonita Marie has the exclusive licenses for Goosebumps jewelry for redemption."

Don't pass up NASCAR crane contest kits and Harley biker contest kits, which are new at Bonita Marie. What is a crane contest kit? We thought you'd never ask! On every piece of merchandise is attached an entry form. Customers fill it out and put it into a box that has been placed on a location counter. On the back mirror of the crane are prizes that can be won. Operators decide how often they want to draw a name— weekly or monthly— and call the customer to inform him that he is a winner.

The open box jewelry promotion crane displays are readily available.

Ersatz Gold Co.
Smithfield, RI
(401) 232-9350

Ersatz Gold's Kevin McIntyre says this was the company's first time at the show, but points out that the company has been in business for 25 years. Ersatz displayed many great quality jewelry pre-packs. Not only does Ersatz Gold manufacture, it also offers great closeout items.

Gargoyle Guardian pins are great items for cranes and redemption counters. Items range from gold chains and sunglasses to neat novelties for kids. Ersatz Gold also offers jewelry displays for redemption and noted that its watch crane pre-pack prices are competitively priced.

Freider the Source
Macedonia, OH
(800) 321-8192

This company wants to be known for its low- to high-range valued merchandise. Uniqueness and different mixes set them apart from the rest. Freider deals with closeout items like small consumer electronics, telephones, radios, Walkmans, boomboxes, etc. Keith Ayres invites you to call for a free catalog.

Goffa Plush
Long Island City, NY
(800) 969-7864

Plush items and a huge line of generic plush for redemption and cranes is this company's specialty. Ted Foczmanski says his Indian (plush) is still whooping it up! His Huskies just keep pulling everyone through the snow, and the Saint Bernards are all over. Carmine De. Gregorio says you won't be able to resist these canine cuties.

Great American Toy Co.
Port Washington, NY
(516) 767-3400

This company custom designs its own stuffed toys. According to Cliff Brechner, the Top Hat bears were voted the best non-licensed stuffed toy at the last IAAPA show. G.G. Tortorici noted that Great American's Maurice Mouse comes in eight sizes, along with its red, white, and blue scooter (looks like a Jester Bear). Bobo the Clown Fish and Angie the Angelfish also come in multiple sizes. Great American Toy offers a huge selection of redemption merchandise, too.

HMS Monaco
New York, NY
(212) 239-8700

Bruce Haber explains that HMS Monaco's newest Fruit and Fancy Kits for crane and redemption are velvet covered boxes in the shape of some of your favorite foods. Inside of each incredible box is a hot jewelry pre-pack. The Fantasy Statue Kit, which is a pewter collection with wizards (dungeon and dragons theme) is a great crane item.

Red Dog merchandise continues to do very well for this company. This merchandise is used in cranes, redemption, and rotary kits. Its specialty is its line of boxed jewelry.

Other kits include 1996 Olympic Games merchandise for boxed rotary, Patch rotary kits from the '60s, and "Y" necklaces as seen in the hit television show Melrose Place in January 1996. Redemption displays for patches are also available.

Bruce also reminded me to let everyone know that HMS still carries an excellent line of small home electronics and appliances.

Hugfun International
Los Angeles, CA
(213) 231-1698

Hugfun is the place to go if you want soft, quality plush toys, says Ling He. With a factory in China, Hugfun can offer a wide variety of merchandise pre-packs for cranes. In addition to its specialty—quality soft plush—you can also select from a wide range of seasonal merchandise.

Kemac
Toms River, NJ
(908) 240-4612

Have you ever seen a balloon pop out of a ball? You haven't? Kemac will change that with its Pop-Balls. These incredibly neat toys come in four styles: carbunkle, nose bleed, eye pop, and bubble head. Every child will enjoy these squeeze toys.

Another strange but exciting toy is the Gurglin Glutz which comes in eyeball, brain, belly ball, and heart ball. Again, you ask what are they? They are plastic balls with realistic looking human parts!

But gore is not all that's available. There are Looney Tunes rock 'n roll, DC and Marvel pen necklaces, snake and bug balls, sticker books, paint-on-a-page paint books, Barbie lunch bags, smiley watches, and plush puppets. Making a comeback is Curious George backpacks and colorful high-flying, two-control kites. And certainly don't pass up the realistic food spills! These can be customized with your company logo cups for a special effect. Think of it—an ice cream or coffee spill to attract attention!

Have you ever dreamed of having your very own ant farm? Kemac offers you one better. Now you can own your very own ant condo!

King Plush
Carson, CA
(800) 473-3402

Pre-packs and redemption plush are King Plush's specialty, boasts Angie Mingie. New is the exclusive Baywatch sandal pre-packs for jumbo cranes. Sonic and Tails licenses are also new for 1996. Mission Crane Service provides King Plush with its own crane and with a constant turnover of merchandise provides good availability of new product for such a great line-up.

M.V.P.S.
Mesquite, TX
(214) 329-1147

It was M.V.P.S.'s first time at an ACME show. Ian Spinks said that his company deals primarily with close-out merchandise from China. He added that M.V.P.S.'s merchandise constantly changes and they specialize in plush for cranes and provide remarkably good prices below regular cost.

Mel Posin Associates
New York, NY
(212) 533-4408

The hot item here is the Bean Bag Fruit Shaped Head Dolls. These adorable dolls come in the shape of an eggplant, onion, pepper, lemon, tomato, orange, etc. There are 12 in all. Mel Posin says his company owns 10 factories in China and has been in business for 37 years. Prices are low.

NANCO/Nancy Sales
Chelsea, MA
(617) 884-1700

NASCAR and Indy licensed product continues to be hot. These cars include autographed formula racers in multi-colored vinyl. Bob Bauer asserts that blow-up plush bounce balls are available in NBA and NFL logos. This company carries 34 new families of plush items in nine sizes, and several hundred new redemption items. Bob also welcomes Jack Kelly to the company as its arcade sales manager.

New Orleans Plush
New Orleans, LA
(504) 488-3505

New Orleans Plush specializes in custom crane pre-packs and bulk merchandise. "Quality and value, variety and service" is this company's motto, according to Darlene Hansen. Same day shipping and customer satisfaction are guaranteed. Custom pre-packs are available, and Darleen will work with clients to cater to specific needs.

Noel Industries
Ozona, FL
(813) 785-7630

Who better to offer merchandise for a rotary game than the inventors of the LAX rotary game? Chris Noel designed and builds the LAX rotary game and his wife Cheryl hand picks and merchandises the game. Quality and care are taken in every kit. Merchandise novelties include hockey pucks, baseball cards, Simpsons merchandise, keychains, buttons, bracelets, erasers, and coasters. Truly a personal touch!

Northeast Imports
Pawtucket, RI
(401) 724-8777

Kool Kat Hats are the newest craze here, noted David Ambrosia. Hundreds of redemption items are available such as the Lady Bug Slide Ball that does especially well. Key items are ready for immediate delivery, and they will break cases if you want a smaller quantity. The company offers price breaks.

Oriental Trading Co.
Omaha, NE
(800) 228-8884

So much merchandise and so little space. Where do I start with this company? Oriental Trading carries literally thousands of items. Sondra Doyle attempted to show me the hottest new items, including the Galaxy Gumball Dispenser. It's a small version of a giant gumball machine.

There's Mr. Grasshead who grows hair so long you can even cut it like you would your lawn. Saucer Launchers are a neat item that shoot little discs—a great novelty for any office. Kids will love the Twist 'em bracelets, glow jewelry, Music Rockin' Guitars, Moon Rock Balls, Amoeba with Eyes, Ooze Man (slime oozes out of his eyes and mouth), Space Ball with Craters, Small Stretch Men, Nut Bugs, Magic Pens that change colors, and my personal favorite, Walkie Talkie Headsets.

Play-By-Play Toys and Novelties
San Antonio, TX
(800) 426-2211

Licenses for Marvel Comics and Hanna-Barbera merchandise, informs

Michael Cardinali, are still going strong. A new item, certain to be a hit, is Izzy for the 1996 Olympics.

Licensed merchandise continues to be fantastic, Michael says, because of the recognition factor, and Play-By-Play has quite a few. There are also sculpted play faces in three sizes that can be vended through crane machines. There is a full line of candy and a complete line of popular sports items like major league baseball, NBA, and NFL/Flintstones (a cross license that adds a unique element to any location).

New for Play-By-Play is the Cartoon Network program featuring the Hanna-Barbera characters (16 in all) for cranes and redemption.

Plush Appeal
New Orleans, LA
(504) 945-1242

You can tell that Daryl and Katherine Fleshinger love their merchandise! Katherine described some adorable plush that she describes as retail, gift store quality. But she adds that it is so inexpensive just about anyone can afford to add it to their mix. There are six collectibles: Grandma and Grandpa Bear, The Pajama Couple, and the Man in a Vest with the Lady in a Sundress. "They are so detailed," noted Katherine, "that they even have eyebrows!"

The really hot items at Plush Appeal are the Looney Tunes characters. There are Elmer Fudd, Daffy Duck, Roadrunner, Marvin Martian, and the top three: Tazmanian Devil, Tweety, and Yosimite Sam. They have the characters adorning all kinds of things like suction cups, figurines, and the floppy flying disc, which by the way can also be hung from an attached loop.

Katherine also reminded us that their "value packs" are about the best value around.

Plush-4-Play
Cypress, CA
(800) 252-3687

Plush-4-Play manufactures an oak crane and deals strictly with plush ranging from five to 36 inches. Jesus Escalera says that trade-up pieces are also available along with many sports items. Seasonal merchandise is always available.

R.M.K. Sales
Lynbrook, NY
(516) 887-0600

This company wants to be known for its unusual and unique items. I believe they will! Items include electronics, appliances, novelties, and licensed Harley Davidson toys.

Now here are the perfect items for teens—phones! There are a Coca Cola light up model with music, Pepsi Cola, VW Beetle bug, Kawasaki jet ski, yellow taxi, and bumper car phones just waiting for those teenagers who seem to have a phone permanently attached at all times!

Don't miss the clocks, AM/FM cassette players, and an array of other items from this company. The Pink Cadillac and the Fire Truck phone have a neat feature: when the phone rings, the horn blows and the lights blink. Here are a few other innovative items: a jukebox, slot machine, and gas station pump that are really AM/FM cassette players.

Eileen Knobel demonstrated a copy of a Victrola radio and a field radio from WWII with '90s technology but the look of the past. The Harley Davidson replica has the sound of a roaring motorcycle engine, a sure winner for any redemption center.

Rhode Island Novelty
Johnston, RI
(800) 528-5599

Are you an I.Q. puzzle nut? If so, Rhode Island Novelty has just what you crave: an I.Q. Block and Circle Puzzle. With a 130-page catalog in hand this company is just waiting to service your needs. Looney Tunes Balls, Bug in a Box, Felt Top Hat, Jester Hats, and the I.Q. Puzzles are just a few of its most popular items. Mark Jakubiak and Dan Highcove said they'll give you their best prices.

Rebecca's
Euless, TX
(800) 777-2235

Joe Nazzaro came to the show to close out 150 items that range in price from one-cent (erasers) to $25 (cassette players). Other examples are earrings, jewelry, keychains, sunglasses, hats, clocks, and Power Ranger merchandise.

Joe said that when they're gone, they're gone! But don't despair, Rebecca's has a new full-line catalog.

Sherman Specialty Toys
Freeport, NY
(800) 645-6513

This is the company's first show, but Barry Matza wants everyone to know that Sherman has been around for 45 years. Direct importers for toys and novelties for redemption, this company's items range from one cent to $3. Sherman offers a great logo program, which are items with your logo imprinted. The Kids Meal program includes packaging, crayons, a place mat, kids cups, and 1,500 kids meal prizes for birthday parties. This package is ideal for operators doing birthday parties. There is same day service and a no-questions-asked return policy.

Star Track
Farmingdale, NY
(516) 293-5150

Star Trek? No, I said Star Track, the merchandise company that specializes in pre-packs and redemption merchandise. Plush and candy crane pre-packs are available. Cindy Fasone emphasized the company's great personal service and customized pre-packs.

William Denton boasts that the "Y" necklace (you know, the one seen on Melrose Place) is the hottest item. The company also offers Disney, Power Rangers, and Looney Tunes merchandise and will break a case for the quantity you want. Beam me up some merchandise, Scotty!

If there's something in particular you are looking for, I'm sure one of these companies is bound to have it. I'll catch up with ya'll in Disney World. Who says you can't mix business with pleasure! ▲

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ACME '96

Michael C. Getlan

Best Game Awards

MANX TT
SuperBike
MICHELIN

Getlan's favorite driving game, *Manx TT* by Sega.

The ACME show in Orlando, Fla., was a battleground between Sega, Namco, and Williams Bally/Midway. Most other manufacturers were lucky to survive, and from the talk around the show, many may not.

It is hard to compete with the amount of money that the big players bring to the table, and I do not know how the smaller firms do it year after year. You have to give them credit, and I hope that the smaller companies can come up with some new and innovative ideas. But the best of this show was from the big three, mostly formula pieces and sequels with a few innovations of their own.

In this article I am only reviewing the machines that are recent additions. *Indy 500, Rave Racer,* and other games like *Area 51* and *Tekken 2* have been seen at several of the last shows, so I am not including them in this review.

I was asked by several people to make the review simple and easy to understand, so I have chosen an awards format. I am solely responsible for these choices; they reflect my buying concepts and my opinions. Still, I must thank the many people who shared their opinions and thoughts with me. And the envelope please....

Best Pinball

1. *Attack from Mars* by Williams Bally/Midway: Great pinball with great action, great shots, and lots of stuff happening; testing very well already.

2. *Goldeneye* by Sega: I was hampered by the fact that I have not seen the movie yet, but still a good playing game with lots of action.

Best Video (shooting)

1. *Time Crisis* by Namco: Fantastic game with a great new innovation, a foot pedal that allows the player to duck and reload. I only wish they had made it into a two-player game. Available in a large or small format.

2. *Gunblade* by Sega: Big piece with a 50-inch screen and two big guns. It has great action, great sound, but no plans to offer it in a smaller format at this time.

Best Video (driving)

1. *Manx TT* by Sega: Terrific motorcycle simulator that can be linked up to eight riders. This can give you maximum flexibility in the utilization of this piece, as it is available in a deluxe or two-rider version. (It may be time to trade in those *CyberCycles*!)

2. *Tokyo Wars* by Namco: Great tank game in a very large format for larger facilities, a real "kick" when your guns go off. Comes with simulator prices.

Best Video (fighting)

1. *War Gods* by Williams Bally/Midway: Both awards for video fighting games go to Williams Bally/Midway. *War Gods* could be the next *Mortal Kombat*-type media phenomena; it has all the signs. Great graphics, wild game play, a new 3-D button with moves that go with it, and all my customers are clamoring for it already!

2. *Killer Instinct 2* by Williams Bally/Midway: The company does an incredible job at getting the word out to the players in this country. Customers were asking for this game before my local distributor was even telling me about it. I am seeding a few out to my locations but holding off from buying too many (see note on *Virtua Fighter 3* below) to make room for War Gods.

Best Kit

1. *Soul Edge* by Namco: Sword fighting-type game with *Tekken 2*-style graphics, but no time release characters. I love the action on this. I play it all the time in my local store were it is testing with great numbers.

2. *Hang Time* by Williams Bally/Midway: The show seemed filled with basketball games, which are not my favorite, but the best was this one. A "create a player" feature was interesting, but this is basically an *NBA*

ICE CREAM
SNOOPY
PEANUTS

Top of the kiddie ride heap, Just Kiddie Rides' *Ice Cream Truck.*

JAM sequel so if you were successful with *NBA JAM*....

Best Redemption

1. *Sega Sports* by Sega: With three games in one, this is a coin action game that will appeal to everyone in the family. I can't wait to test this.

2. *Six Gun Saloon* by Coin Concepts: Even though it was shown at IAAPA as a test piece, I think that the bugs are finally worked out of this very appealing game. Staff members of my firm loved it in the fall, and those at the ACME show want it immediately.

Best Kiddie Ride

1. *Ice Cream Truck* by Just Kiddie Rides: Just Kiddie Rides has finally added the additional buttons for kids to play with along with a great look; kids just love ice cream trucks.

2. *Tonka* by Kiddie Rides USA: Great license and identity, but needs more interactivity for today's children.

New Product Innovations

I'm always looking for innovations in new product, and I'm glad to see all the cool things that are coming from Namco, and some of the smaller firms like Just Kiddie Rides.

> **"The ACME show in Orlando, Fla., was a battleground between Sega, Namco, and Williams Bally/Midway."**

Williams Bally/Midway has a new game called *Safecracker*, which is a minipin and has a board game-style component in it. It can even dispense a special token for promotion or redemption. More innovations, more money!

One of the most impressive things seen at the show was the coming attraction of *Virtua Fighter 3*. The graphics package on this (stage three in a five-stage process) is amazing. Muscles ripple, cloth moves; this is way beyond simple texture mapping. The question will be—will the technology behind this game be enough or will the game play itself need to change to compete against the likes of *Killer 2* or *War Gods*?

So I am going to be buying fighting videos as cautiously as I can, dealing with fickle players as I have to. And Sega has said either summer or early fall for *VFIII*. Hopefully we will see some samples soon, and I can let the public speak in quarters and tokens.

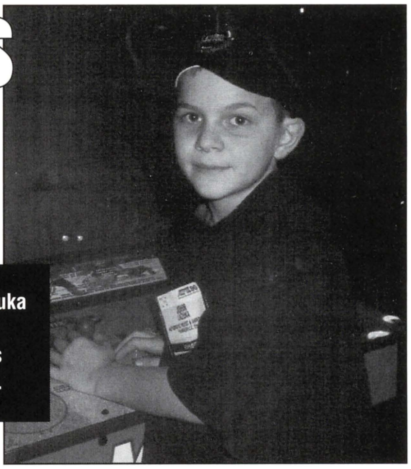
Konami's *Run & Gun 2* is another kit to keep your eye on. If you did well with *Run & Gun*, you will want to try this new version of the game. I did not think it was as strong as *Hang Time*, but in some stores, *Run & Gun* did much better than *NBA JAM*. It's worth a try.

Many of these game are very big and might only be used in specialized situations. I feel that operators need to look as much as possible at the "at home factor." Can your customer play these game at home? Will they come to your facility for these games? I do not think that any home game can duplicate the feel of riding a motorcycle simulator like *Manx TT* or the feel of *Tokyo Wars*.

Obviously not everyone will be able to buy all of these games, but I believe that some combination of large and small pieces and especially experiences that are hard to duplicate at home, spell success for operators. Go to your local distributor open houses and check out these games. I'm sure you will see why I picked them out for recognition. ▲

Young players choose their favorite games

Pablo Celedon (l), Steve Willner (c), and Jimmy Neville at the Play Meter booth.



John Lazuka samples Midway's Open Ice.

ACME provided an opportunity to check in with our industry's end-users—young players in particular—to find out which games made a big impression. Here are their top five selections, as they came to mind.

Steve Murphy (11), New Jersey

1. *Lazer Runner*/Ascension Productions
2. *Manx TT*/Sega
3. *Crypt Killer*/Konami
4. *Cybersphere*/Amusement Technologies
5. *Super GT 64*/Jaleco

Keith Lazuka (15), Ohio

1. *Manx TT*/Sega
2. *Attack from Mars*/Bally
3. *Break Shot*/Capcom Coin-Op
4. *Tokyo Wars*/Namco
5. *Ticket Tac Toe*/Fun House

John Lazuka (13), Ohio

1. *Run and Gun 2*/Konami
2. *Tokyo Wars*/Namco
3. *Manx TT*/Sega
4. *War Gods*/Midway
5. *NBA Hang Time*/Midway

Jimmy Neville (11), Illinois

1. *Time Crisis*/Namco
2. *Home Run Derby*/Fun Merchants
3. *Manx TT*/Sega
4. *Tokyo Wars*/Namco
5. *War Gods*/Midway

Michal Sieben (13), North Dakota

1. *Virtua Fighter Kids*/Sega
2. *Manx TT*/Sega
3. *Dirt Dash*/Namco
4. *Safe Cracker*/Williams
5. *Time Crisis*/Namco

Leah Sieben (16), North Dakota

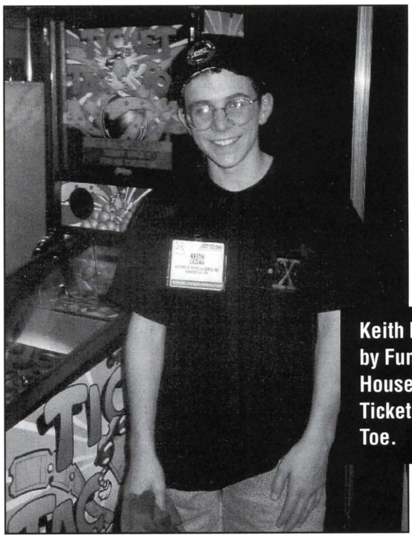
1. *Midnight Run*/Konami
2. *Virtua Fighter Kids*/Sega
3. *Manx TT*/Sega
4. *Soul Edge*/Namco
5. *Time Crisis*/Namco

Steve Willner, Florida

1. *Cybersphere*/Amusement Technologies
2. *Lazer Runner*/Ascension Productions
3. *Anarchy*/Ventures in Technology
4. *Killer Instinct 2*/Midway
5. *Crypt Killer*/Konami

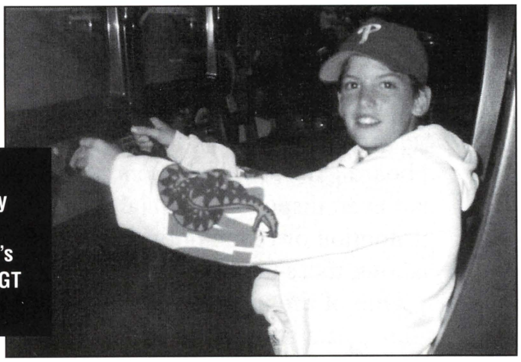
Pablo Celedon, Florida

1. *Cybersphere*/Amusement Technologies
2. *Indy 500*/Sega
3. *Manx TT*/Sega
4. *Anarchy*/Ventures in Technology
5. *Crypt Killer*/Konami



Keith Lazuka by Fun House's Ticket Tac Toe.

Michal Sieben (l) and Leah Sieben consider the show's games.



Steve Murphy plays Jaleco's Super GT 64.

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ACME '96

Taking a quick look at *the games*

A & A Co./Parkway

- The Zipper (vending): A spiral gumball vendor that includes a Victor 77 drop-through coin mechanism, large pull-out cash box, 24" base for more stability, two globe sizes, chrome top, cash door with 1/4"-thick steel for extra security, and custom colors.
- Also Shown: Selected candy and capsule vendors available in rack configurations and stand-alone units.

Acclaim Coin-Op

- Batman Forever (video): Enter Gotham City as either Batman or Robin and traverse 13 levels of 3-D play in this dedicated video with batwing control panel and RAX audio technology. The object is to keep The Riddler and Two-Face from taking over the city.
- NBA JAM Extreme (video): Motion capture technology and RAX audio technology are employed in this 3-D, polygon-based four-player game with over 30 new dunks, secret characters, and 170 players from all 29 teams. Animation is based on the moves of Washington Bullets' All-Star forward Juwan Howard.
- Miner's Revenge (video redemption): Slime in time! Run at breakneck speed through a haunted mine and slime ghosts as quickly as you can to find buried treasures and win tickets. Features include 3-D graphics, four levels, and special gun.
- Pitch It (novelty): An update of the classic dime-toss game. Players pitch 10 tokens onto a "bounce zone" aiming for cylinders on the playfield behind it. Land on a target and win that ticket value. The game uses Lazer-Tron's Object Vision System of coin detection.
- Safari Roll (roll down): Roll five balls down five lanes to line up multiples of the same animal figure on cubes that spin on the backglass. Roll five of a kind to win the jackpot. Game play is like Rollin' for Riches with a jungle theme.
- Solar Spin (novelty): Win a progressive jackpot in this two-player skill-stop game that asks players to stop the spinning light on the jackpot slot of a colorful wheel. The company will back up the game with kits in the future.
- Speed Bag (non-ticket sports game): Punch a gym-quality bag through a break-beam light to run up the highest score in 20 seconds. Comes complete with sound effects, height-adjustable bag, heavy-duty cabinet, side railings, and operator-adjustable features.
- Also Shown: A redemption lineup including Aftershock, Awesome Toss 'Em, Jungle Rama, Pharoah's Fantasy, Pirate's Gold, Ribbit Racin, Rollin' for Riches, Spin To Win, Super Bank It II, Swamp Stomp, The Wave, and Wheelin-N-Dealin.

Advanced Games & Engineering

- Snack Attacker (crane): Redesigned all-steel unit with full chute sensing to merchandise small and large items, sleeker design, greater accessibility to electronics, and choice of three color schemes. Available in two sizes: 24" or 36".
- Calling Card Depot (vending): Get discount long distance calling cards from three different size machines (one column, two column, three column). Machines are built of 14-gauge galvannealed steel and come with a tip and theft prevention auto-style alarm system.
- Also Shown: Challenger (crane) with all the same features as the improved Snack Attacker.

Alter Enterprises

- Photo Loco (kiddie ride): Second in a series of new rides that deliver four pictures of the rider developed in 50 seconds. The first unit was the Photo Car which debuted at IAAPA. The little blue locomotive is from Amutec Kiddie Rides.
- Also Shown: Beach Bike, Discovery Shuttle, Helicopter, and Rio Grande Train (kiddie rides).

American Sammy

- The Key Catcher (crane): A test piece from Japan that can accommodate two players and features a brightly colored cabinet with glass front and portal windows on the side. This crane-type game gives players the chance to snatch key chains off hooks placed across the back of the cabinet.
- Mr. Magic (skill stop): A redemption game that pays out in tickets or tokens. The second version of this game, which is currently available, comes equipped with a coin hopper.
- The Pharoah (novelty): A fortune-telling game that prints a detailed fortune after players enter their name, birth date, and gender, as well as one of four special Egyptian symbols. Players get a chance to focus their fortune on one of several categories including romance, marriage, money, all round, and affinity.
- Also Shown: Keroppi (video redemption) and Zombie Raid (video), the latter now available in kit form.

American Shuffleboard

- Bumpa Pool (table game): A bumper pool table with 3/4"- slate playing surface, all-woodgrain laminate cabinet, quality wool and nylon bed cloth, fast-action gum rubber cushions attached to kiln-dried rails, 12 regulation-size bumpers, scoring holes at each end of the table, two ball returns, and specially-braced legs for sturdiness.
- Classic (pool): Pool table designed with genuine Formica throughout, professional K-66-type rails, guaranteed automatic ball return, exclusive cue ball lock, customized one-piece ribbed cabinet, tamper-proof cash box, specially-engineered one-piece cured slate top, and cheat-proof feather-touch coin chute mech.
- Royal (shuffleboard): Now with exciting individual scoring for up to nine players,

the shuffleboard game is equipped with pin gate control, Dura-Lak finish, climatic adjusters, electric scoreboards, sparkler weights, and tournament kits. Available in four sizes: 16', 18', 20', and 22'.

- Also shown: The Eagle (shuffleboard) for home use in 9', 12', and 14' formats.

Amusement Technologies

- Cybersphere (virtual reality/novelty): This very large skeletal sphere allows players to sit within the framework and experience movement while playing Namco's Air Combat 22 using a virtual reality helmet.

Aqua Skill

- The Aqua Skill Game Canister (novelty): Players drop a quarter into the game's water tank and try to manipulate the internal platforms so the coin lands on one of them before hitting the bottom. Successfully doing so is rewarded with a ticket, token, or prize. Features include U.L. approval, a one-year limited warranty, and an illuminated design to attract customers.

Arachnid

- Galaxy (electronic darts): Operators can choose between the best of three to seven games on this electronic dart game, which displays the top 10 location players, ranks players by challenges played against one another, records and stores all player league statistics automatically, displays team names and individual player names on-screen during league play, and transfers league statistics over phone lines directly to the league management office.
- Also shown: Lucky Touch (video lottery).

ARMS Intl.

- Skilo (redemption): A group redemption bingo game with a wooden spinner that rotates on a wheel bearing the numbers one through 75. Players compete to stop the wheel and influence the order in which numbers are selected. Unlike normal bingo, each Skilo face has five free spots, placed so only four numbers need to be matched to any in-line winner. Once wins are electronically validated, tickets can be redeemed for merchandise.

Ascension Productions

- Lazer Runner (laser tag): Choose from the portable, inflatable Battle Cruiser, a 1,400-square-foot maze of alleyways, portals, and crawl spaces with flashing strobes, black lights, and fog, or the larger modular Battle Station.

Bay-Tek

- Bug Bash (alley bowler): This brightly colored alley bowler offers players nine balls to knock over the bug characters for tickets.
- Shoot N Hoops (novelty): As the clock runs down and the excitement builds, players frantically shoot as many hoops as possible in the allotted time. Features include crowd sounds, sealed game compartment to avoid lost balls, operator-adjustable ticket payout and game length, 3-D lighted graphics, and a dual coin mech.
- Space Command (roll down): A simple roll down that awards tickets according to the value of the ball slot that is hit. The game was custom designed for an Asian client and is being kept as part of the company line.
- Star Shooter (novelty): A single version of the colorfully themed game with lighted 3-D graphics is now available. Players pull the plunger in an attempt to shoot the ball through the stars. The tougher the shot the more tickets won. A progressive jackpot sign can be added.
- Also shown: Rock N' Roll (roll down).

Benchmark Entertainment

- Caribbean Hook (novelty): From one to four players can challenge each other on this unique game. The object is to swing the ring, which is suspended on a rope, and try to hook it. The ultimate challenge is to get five hooks in a row.
- Vegas Gold (roll down): The heart of Vegas Gold is the bright light, big city look of animated neon. Win big with the random or progressive jackpot. Double ticket payout for double coin entry feature.
- Spin for Tickets (novelty): A one- or two-player game will pay tickets on every spin of the wheel. The player drops in one token for one spin. The goal is to stop at the jackpot which will pay up to 500 tickets.

Best Amusement

- Black Jack (card game): Shown in a variety of cabinet styles: cabaret, full upright with three-position control panel, casino-style, and deluxe Las Vegas-style with 33" screen.
- Also Shown: Bingo, Cherry '96 and Cherry Bonus 3 (8-lines), Pot O' Silver (coin pusher), Super Poker and Turbo Poker II (card games).

Big Top Gumballs

- The Big Top Gumball (vending): This machine offers customers a circus-themed show where balls make their way through a carnival-style maze of conveyors and slides. When the show is completed a single gumball is vended. Features include lighting and sound effects, an electric motor, 12-gauge steel construction, and Lexan windows.

Bob's Space Racers

- Frog Ball (novelty): A convenient-sized game that will fit into most operations. Players send a ball around the playfield's spiral construction, attempting to get it into the frog's mouth. Features include adjustable ticket payout, digital sound package, multiple-user-settable option registers, score display, and adjustable price per play.
- Frog Song (novelty): Available in a self-contained single unit model for redemption arcades or a park model for multiple installations into existing facilities, the game challenges players to pop a ball into the frog's mouth by pressing one of three launch buttons. Arcade features include digital sound package, adjustable ticket payout, score display, and adjustable price per play.
- Monkey Drop (novelty): The game comes as a single compact unit or can be purchased in groups. The goal is to catch the falling banana and prize cards using the grabber. Arcade unit features include multiple prize ranges, variable announcement of prizes and cheating, adjustable price per play, and a cheating detector.
- Top Spin (novelty): A two-player game in which players fire water cannons at a target in an attempt to move a plush animal to the top of the lighted and siren-equipped backglass. Similar to Rising Waters, the game features quality sound but is easier to maintain and retheme by adding new plush and a sound chip.

- Also shown: Barrel of Fun, Bowler Roller, Can Alley, Party Barge, and Rising Waters (novelties).

Bromley

- Space Probe (novelty): Players have an allotted time to maneuver a space pod over a randomly lit crater and attempt to land it in one of 15 craters to win big tickets. Available with ticket dispenser or capsule dispensing mechanism.
- Cops N' Robbers II (novelty): Players attempt to rob the bank by capturing various denominations of whimsical loot. Multiple coin play options maximize chances for capturing more loot and earning more tickets.
- Turf Champ (novelty): Insert one to seven coins, select your favorite horse, and they're off. Up to seven coins can be played and up to 1,000 tickets can be earned.
- Also Shown: Super Rock 'N Bowl (coin drop); Dino Rally, Derby Dash, Prize Tree, and Colorama (novelties).

BWB Newark Ltd.

- Find the Lady (novelty): A skill game based on a Belgian machine. Find the spot where the queen was last seen and move up a snakes and ladders grid (picture a Chutes and Ladders game board). The game works on token or ticket payout for the U.S. market.
- Sunset Skillstop (novelty): Line up symbols to gain tickets or tokens. Now adaptable for a dollar bill unit and operator-programmable via dipswitch.
- Also Shown: Bullion Blox, Cup Final, and Happy Hour (novelty).

Cadillac Jack

- Cadillac Jack (card game): Multiple-deck blackjack available in one-,three- and five-player models in cabinets with either 19", 29", or 34" VGA color monitor. The cabinets are on wheels. Choice of printer, ticket, or hopper configuration.

Capcom Coin-Op

- 19XX (video): This follow-up to 1941 that is subtitled "The War Against Destiny" is another addition to the company's CPS-II system series. Features include new powerful planes and weapons, chargeable guns and bombs, and more than eight stages of action. The game is available in full, dedicated, and B-kit formats.
- Airborne (pinball): The company's second deluxe pinball release with sights, sounds, and sensational shots choreographed to high-tech protection. Features include short-circuit protection, line voltage compensation, adjustable flipper power, burned-out lamp and solenoid protection, user-friendly diagnostics, new playfield access system, and dedicated switch inputs.
- BreakShot (pinball): This game introduces the Classic Pinball line designed to appeal to players of all ages. With easy-to-understand playfield action, the game is aimed at bringing players back into a pinball market of uncomplicated fun.
- Dungeons & Dragons-Shadow Over Mystara (video): A Medieval role-playing fantasy game for up to four players. There are 12 characters to choose from, 18 new levels, multiple paths that allow for hundreds of different variations, more special items and spells, and easy conversion for four-button, two-player cabinets. The game is available as dedicated, full, and B-kit for CPS II system. A retrofit for D & D 1 is also available.
- Street Fighter Alpha 2 (video): A sequel to last year's Street Fighter Alpha, the game includes eight new characters as well as all 13 original warriors, new animated backgrounds and graphics, and a combo system customizable by players. This CPS II game is available as a dedicated, full, and B-kit.
- Also Shown: Marvel Super Heroes (video).

Carousel Intl.

- Speedster II (kiddie ride): A combination of a kiddie ride and a video game for youngsters. Riders take a ride through the country listening to chickens that chirp and cows that moo while facing the challenge of a slick road along the way.
- The Kid Phone (novelty vendor for kids): Carousel's Miss Moppet, Allie the talking alligator, and Muffin the talking dog sing to the delight of youngsters.
- Formula I Race Car (kiddie ride): This neat race car, in an attractive strawberry color, features realistic sponsor labels from companies like Havoline, Dirt Devil, Honda, Texaco, ESPN, and Valvoline.
- Also Shown: Lil' Fire Engine (with ticket dispenser); Sky Copter (with revolving light on top); Big Rig 484 (with realistic sounds); Kid Kop 54 (with ticket dispenser); and Merry-Go-Round (in new colors).

Circuit Board Sales

- Cherry '96 (8-line): One of a line of dedicated games or kits. Also available: Cherry Angel, Super Cherry Master, Poker Master, and all parts.

Classic

- Gumball Factory (gumball vendor): Now this is a gumball machine! Check out the path the gumball travels while enthralling customers.
- Water Works (crane): Features Classic's Bubbling "Wall-O-Water" side and rear panels making your merchandise look like it's under water.
- Also Shown: Treasure Chest and The Classic Claw (cranes).

Coastal Amusements

- Roll-Ette (novelty): Realistic roulette action highlights this skill amusement game. There are 29 ways to win and features realistic betting, entertainment sound effects, and optional bill acceptor. Players make their bets on buttons on the front, then roll a rubber ball into the roulette wheel.
- Kaleidoscope (roll down): Players roll a ball into the scoring wheel for big points and big tickets.
- Bouncing Buggies (children's game): For those small fries looking for an exciting challenge. Players take multi-colored balls and try to aim them into the plastic baskets.
- Dash (redemption): For little customers. Players take multi-colored balls and aim them at plastic buckets, each representing either a tortoise or the hare. Each hit sends the appropriate animal a little further along the race course.
- Also Shown: Penalty Shoot Out (sports game); Robo-Bop (novelty); Feed Fido (children's game); Jungle Jive and Big Wheel (coin pushers).

Coin Concepts

- Airruption (novelty): Players aim an air cushion hockey-type puck at targets to raise the lava on a colorful 3-D volcano for maximum ticket payout. Look for the unique puck capture system, adjustable time and award level, and optional prize vendor.

- Six Gun Saloon (novelty): A mechanical gun action game where players shoot cans on a wall for high scores. Available in ticket redemption or amusement versions. Features include two-channel sound system, qualifying bonus round, and laser optics.
- Also Shown: The Dealer (novelty with progressive bonus); Dream Boat, Circus, and Gold Rush (coin pushers); Home Run Hitter (coin drop), Lucky Lady (novelty), and Triple Play (novelty).

Copper Memories

- The 3-D Penny Machine (novelty): Requiring only three square feet of space, this machine turns a regular penny into a customized memento that advertises a location. Features include easy one-step operation, visible process, picture instructions, durable cabinetry and hardened steel construction, and superior die engraving.

Data East

- Avengers in Galactic Storm (video): A four-button video that features 18 world famous comic book characters with 3-D graphics.
- Kiss Off (novelty): This competitive puzzle game features unique rules and a host of colorful computer graphic characters. Arrange three or more of the same color items in a row or column to eliminate them. Strategically arrange same colored winged items on diagonals to make things difficult for your opponent.
- Skull Fang (video): Players choose from four planes, each with different levels of attack, defense, speed, and maneuverability. There are eight power ups and hidden flight techniques.
- Magical Drop II (video): This addictive puzzle game was designed for the Neo-Geo system from SNK.
- Rescue the Guppy (novelty): Players give the hungry turtles a bonk on the head before they can eat the baby guppies.
- Also Shown: World Cup Futbol (novelty).

Deep Forest

- Laser Force (laser tag): The game can be operated as a stand-alone attraction or integrated into a theme park or FEC. The system can accommodate five or six games an hour for up to 40 players at a time. Space requirements range from 1,000-10,000 square feet. Features include digital speech, continuous radio link, language conversion, lock-on tone, and handicapping and skill levels.

Design Plus

- Pro Striker (big ball bowler): Ten frames of bowling for one to six players. Features real bowling pins and ball, interactive display and sounds, ticket dispenser, and is available in three lengths.
- Also Shown: Striker (big ball bowler).

Diamond Vending

- Jr. Bubble Machine (vending): Dispenses capsules and with the change of a wheel it becomes a gumball machine.
- Balloon (vending): Dispenses balloons and toys in capsules.

Dixie-Narco

- Flex Pak 3000 (cold drink vendor): Offers package type flexibility. Can accommodate 12 oz. or 16 oz. cans or 20 oz. bottles. Three models available.

Dynamo Ltd.

- Top Brass (pool table): The company has added some new features to an already impressive table.
- Top Brass (air cushion table game): This blue with gold trim table complements the Top Brass pool table for upscale locations.
- Tournament Solitaire (video): A mega-hit no matter how you look at it, this follow-up to the original Solitaire will delight all players and has a loyal following of women and girls in many locations.
- Kiosk (cabinets): A selection of cabinets for those hard to configure games places. Poles and columns are no longer a problem.
- Also Shown: A new lighter wood grain finish on the line of pool tables.

East West Markets

Mr. T's Challenge (sports game): This quarter- or token- run redemption game tests a player's speed and accuracy in delivering punches to certain spots on the game's front surface. A rotary beacon light signals superhuman strength, and the game comes with an illuminated and detachable header unit and faceplate. Other standard elements include bar code display, round counter and time display, sound volume control, striking pad and cover sensors, dual coin mechs, adjustable leg levelers, and score display.

EMT Kiddie Rides

- Children's Furniture: Items include a set of seats which are comprised of a treasure map card table and two tree-trunk benches each with a funny crocodile and seating for at least two children. These base elements are screw connected and can be complemented with seat barrels, a play treasure chest, a pirate's paper basket, and a flagstaff wardrobe stand. The materials and ergonomics have been designed to meet children's needs.
- Also Shown: the company's line of interactive, standard, and value kiddie rides.

Exidy

- Hot Shot: Non-violent gun gallery game with operator-adjustable timing. Shoot at a rotating circle of characters to earn tickets and at a center bull's-eye for double score or double tickets. Features include an all-new gravity ball feed and audio-optic sensors.
- Also Shown: Critter and Troll (novelties).

Fabtek

- Battle Balls (video): The game challenges players to connect four balls of the same color as they stack on top of one another and features two competitive modes: player vs. player and player vs. the game's computer. Four balls of the same color can be connected horizontally, vertically, or at angles. Each time a player connects four balls of the same color the game also sends a blocker ball to the opponent's side, which must be removed by a similar combination of four balls.
- Battle Garega (video): Players try to destroy oncoming aircraft as well as enemies on the ground by firing their own plane's guns in this video kit. A special weapon and the ability to change formation are el-

ements of this one- or two-player game.

- Cookie & Biku (video): A sports ball puzzle game in which competitors try to knock balls out the sky with guns by lining up three balls of the same color. The game features a one-player puzzle format, one player versus the computer version, head-to-head competition, and two-player cooperative version.
- Virtua Bowling (video): A simple bowling kit with trackball for one to four players.
- Also Shown: Viper Phase I (video) and an air cushion table game by Nova Games.

Falgas

- Kiddie Rides: Four different rides—Jungle Car, Wind Horse, Champion's Cup sports car, and Dolphin—feature interactive multidirectional movement, detailed construction, attractive finishing, and sounds and music themed to each individual ride.

Footnotes Games

- Footnotes (novelty): A floor keyboard that lights up to show customers where their feet need to be to play a favorite song. Features include jumbo buttons for easy selections, large menu selection board, updates with each CD, full harmonic chords accompanying each key, backlit panels, reflective mirrors, and custom cabinet colors.

Fun Industries

- Pop Fly (novelty): A baseball oriented version of Kick N' Catch in which players launch a ball into the playfield and then maneuver a small figure to catch the ball, before it reaches the bottom, and drop it in a hole. The game can be programmed to vend a prize at any score.
- The Party Machine Cash Cube (novelty): With optional siren light and message board, this birthday party-themed cube is decorated with festive clowns and balloons. The lightweight machine comes in one piece and requires no set up. The cube comes with a one-year limited warranty, high-gloss metallic powder-coat finish, and industrial-grade blower.
- Also Shown: Steer Crazy (redemption) with progressive jackpot feature.

Fun Merchants (H. Betti Industries)

- Candy Man (crane): This play-til-you-win crane has attractive graphics, an adjustable claw, and a musical attract mode.
- Deluxe Gift Box (crane): This crane features a magnetic Belgium mechanism able to pick up a gift box. The company is now offering this version in a black Formica cabinet with gold trim.
- VR Home Run Derby (sports game): 3-D software lets players use a real bat without wires to swing at simulated pitches. The game relies solely on infrared sensors to accurately measure human motion, and once contact is made the player sees the ball's outgoing path on the projection screen. All facets of the baseball hitting experience are included in the game from pitch location and velocity to the timing, location, speed, and motion of the swing.
- Top Choice II (crane): All the features you expect and then some. There's more room for merchandise, a new sleek black cabinet, full front running lights, and is available with three different claw sizes.
- Also Shown: Flippa Winna and Spinna Winna (one-player, multi-level coin pushers); Dinosaur Valley (coin pusher from Crompton in the Klondike tradition); Gold Coast (coin pusher); and Rage in the Cage (the popular hoop shooting basketball game).

GaMCO Intl.

- Clown Dancers (redemption): Shoot balls into the mouths of dancing clowns. Mouths open and close to real circus music. There is also a surprise jackpot.
- Also Shown: Tiddly Dinks and Boogiemen (novelties).

Gametime

- Championship Line (shuffleboard): Features include oak veneer cabinet, polymer finish, cam-driven pin gate with battery backup, and state-of-the-art electronics. Tables range in size from 12' to 22'.
- Mini Maxx (specialty): Mechanical shovel that's sturdy enough for adults. Players scoop up balls from a mesh-enclosed unit that can be set up for redemption.
- Shoot the Bullet! (shuffleboard): A unit 15' long and 35" wide. Look for dipswitch settings for flexibility, a four-point scoring section, and actual voice sounds.

G.L. Technology

- Putting Challenge II (golf simulator): Four 18-hole courses, two amateur and two pro; compact design; one-person setup; and optional ticket dispenser. Showgoers jammed this booth for the Putting Challenge II Invitational putting contest. The grand prize was a game.

Grand View Products

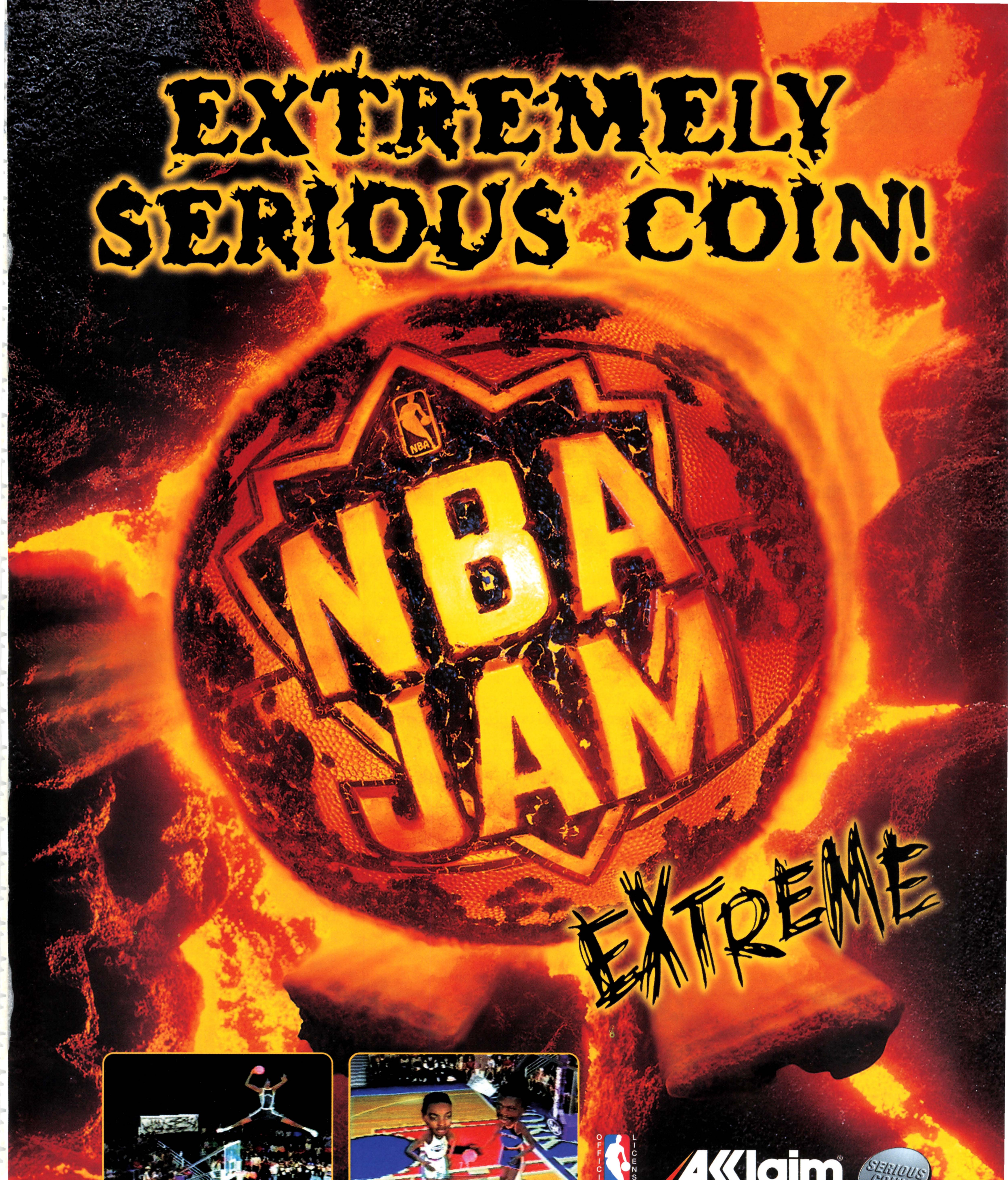
- Super Heavy Metal (pachislo): A match-up game in a casino-style cabinet with payout in either tokens or tickets. First introduced for retail and residential uses, the game is now available in a coin-op version for redemption purposes—coin in, ticket out.
- Video Baseball (pachinko): One of several Video Fever machines with varied cabinet styles. Three- to six-month old machines that range in subject matter from Video Mah Jong to Video Horse Racing to Video Sumo Wrestling.

Great American Billiards

- Great American Hockey (air cushion table game): All cabinet-grade 3/4" plywood, Formica top with wearguard finish, solid aluminum under rail, and electronic scoring bridge with table light.
- Jr. Power Hockey (air cushion table game): All the thrills of the big table game for your little customers. Includes all the features available on the bigger variety.
- Great American Pool (pool table): Cabinet grade plywood with unitized ball return system and steel slate supports. Available in a variety of colors.
- Also Shown: A complete line of cabinets by D & D Cabinets including 19" upright, 9" or 13" countertop, 13" mini upright, and 13" or 19" combination upright.

Green Coin Machine

- Black Jack: The game plays blackjack with Vegas rules allowing players to bet up to $100 per hand at each of its five stations. Features include a 39" color monitor, black or green chrome trim cabinet, stainless-steel player controls with easy touch buttons, adjustable credit value from $.05 to $1 per credit, receipt printer,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dual speakers, and adjustable time settings.

- Carolina Draw: With a similar format to the Black Jack game, this poker version lets players compete against one another and includes a receipt printer and bill acceptor.

Hamilton Mfg.

- Model PCV-1 Phone Card Vendor (vending): Features of this rugged vending machine are Hamilton's validator and bill stacker, easy-to-read electronic display, two card dispensers, low card level indicator, and built-in electronic audit.

Hanaho Games USA

- Match 3 (video redemption): A game built into a slot machine cabinet. The object is to catch the light bar as it rotates past different symbols. There are three tries for each coin and the same symbol must be matched in order to win. If the player matches the jackpot bar three times, the ultimate jackpot is awarded. It will be available as a kit as well as dedicated game.
- Skill Shot (novelty): An eight-level coin flicker game in which players try to advance their coin to each level by successfully manipulating the coin by a controlled flicking device. Bonus points are accumulated by advancing to each level. The ticket or coin payout comes if the player can advance all the way through the game.
- Spare Change (coin drop): The game can be played with any spare change that the customer has in their pocket. A coin is inserted and guided by the drop shoot to roll into targets placed around a funnel-style playfield. Nickels, dimes, quarters, half dollars, and dollar coins can be played.
- Also Shown: Ghosthunter (video redemption).

I.C.E.

- Cyclone Jr. (novelty): A one-player version of the popular novelty game with built-in progressive jackpot and reliable non-moving parts. Players attempt to stop the traveling light at the playstation in hopes of winning the big payoff.
- Mouse Attack (novelty): Knock out the ravenous mice before they get to the pile of cheese through skill timing. The simple but challenging game increases in difficulty as play continues and comes with a unique marquee and revolving light show. There is also a video Cyclone-style progressive jackpot at the end of game play.
- Skimax (video): A prototype water skiing game in which players stand on a specially designed board and react to the waves as the boat on the screen pulls the player forward. The goal is to ski between the flags, and the game is equipped with a bill acceptor. Release is scheduled for April.
- Also Shown: Cyclone, Hitting Streak, and Hungry Hungry Hippos (novelties); ICE Ball (alley bowler); Full Court Fever, Mini Dunx, Street Fever, Super Chexx, and Super Kixx (sports games).

Imagination Leisure

- Air cushion table games: Three versions including the SST (stainless-steel top) standard model, and Rainbow and Neon Aire, both of which come with both stainless-steel and black mica tops. The Rainbow features new, vibrant colors and big-digit side scorer that are sure to attract players. The Neon series is equipped with hot neon lights and overhead digital scoring.

Imedia Technologies

- Arcade Net (specialty): A networking system for 2-D and 3-D interactive video games with no headset required. Debit and credit card applications possible.

Incredible Technologies

- Peter Jacobsen's Golden Tee 3D Golf (video): Enjoy 18-hole golf courses with different pin and tee locations for each game. Look for reverse angle views, instant replays, and competitive stroke and skins play. A tournament version is due out this summer following six test phases being conducted in the Chicago area.
- World Class Bowling (video): Up to four players can join in 3-D-rendered bowling with trackball control and hook buttons. The camera follows the ball down the lane, bringing the scene closer to the player and finally filling the screen with the result of the impact.

Island Design

- Spider Splattin' (novelty): Use a mallet or your hand to hit spider targets as they light up on the control panel. Splats and misses are recorded on the backboard. Also available from Jaleco.
- Tortoise and the Hare (novelty): Race game based on the old fable, sort of a two-player Spider Stompin'. Features include LED readouts, animated dot-matrix display, safety bar, and illuminated score display on the footpad.
- Tut's Tomb (video redemption): Gun game for two players who have just discovered King Tut's tomb and must prevent mummies, snakes, and birds from stealing the jeweled treasures within. Inexpensive kits are planned at three- or four-month intervals.
- Also Shown: Spider Stompin' (novelty).

Jaleco

- Spider Stompin' (redemption): Step into my web said the spider to redemption players! They stand on a "web" of non-slip material and stomp on the discs as they light up randomly. Features three difficulty levels and two types of score displays so even young children can play.
- Spider Splattin' (redemption): There's more than one way to kill a spider! This time take a mallet and splat them as you hit the lighted targets. Also available from Island Design.
- Tetris Plus (video): Features two special modes and high quality 32-bit graphics.
- Super GT 24 (video): This dedicated driving game was shown about 60 percent complete. It utilizes the Sega Titan hardware system creating stunning graphics. Players take their Formula racer and drive a 24-hour race across the country. Games are linkable.

Jukebox USA

- Seeburg Gold (jukebox): An update of the Seeburg Neon with an easy-to-load automated flip page display, 100 CD capacity, optional karaoke capability, and optional redemption feature that's totally operator-programmable.
- Also Shown: Seeburg Neon (jukebox).

Just Kiddie Rides

- Fire Engine (kiddie ride): Features Snoopy as a fireman and his sidekick, Woodstock, take a ride with the child. Even Charlie Brown is along for the ride

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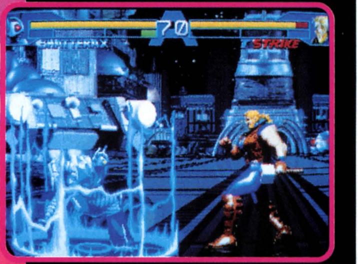
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SHATTERAX
STRIKE

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on the back.

- Ice Cream Truck (kiddie ride): Features Charlie Brown, Lucy, Woodstock, and Snoopy. Our favorite Peanuts characters, plus delicious looking ice cream painted on the truck: what kid could resist?
- Bi-Plane (kiddie ride): Another Peanuts ride, this time the child rides along with Snoopy, Charlie Brown, and Woodstock in an authentic-looking airplane.
- Cheesmobile (kiddie ride): Tom & Jerry, the famous cat and mouse duo, ride with the child on this giant chuck of cheese.
- Spiderman (kiddie ride): This ride. licensed from Marvel Comics, features one of America's most popular super heroes.
- WCW NASCAR (kiddie ride): The popularity of wrestling has hit the race track in this race car bearing the colors and decals of some of the most famous WCW wrestlers.
- NASCAR Wacky Racers (kiddie ride): Hanna-Barbera created an exclusive racing team that can be seen on the National NASCAR circuit. The cars are duplicated on this ride. In addition the 18-wheeler car carrier that travels from site to site is also seen here.

JVL

- Concorde 1 (video countertop): Animated strategy-type adult bar games in a touch screen unit that includes extended play and buy-in features. Over 40 games offer operator-adjustable settings for rounds, time per game, and pricing. The cabinet is made of fireproof polycarbon and has a swivel base.

Kiddie Rides USA

- Alpha Ted (kiddie ride): An educational and fully interactive kiddie ride which prompts kids to hit buttons demonstrating their mastery of the alphabet. The ride features front and back motion, all gel-coat finish, and a polished mold letting most scratches be buffed out.
- Indian Princess (kiddie ride): One of the company's extensive line of Italian products that offers multiple rocking motion, gel-coat finish base, multiple lighting, excellent sound, and good character appeal.
- Mushroom (kiddie ride): Designed for places not usually accessible to kiddie rides and manufactured by R.G. Mitchell in England, this ride offers rotational motion, deluxe sound, twin seats, two educational games, multicoin acceptance, token operations, and self-colored fiberglass for durability.
- NASA Rocket (kiddie ride): Another R.G. Mitchell ride, distributed by Kiddie Rides USA, that features digital interactive sound, an innovative video display unit that offers a rocket launch narrative, rotational movement, and dual joystick action.
- Tonka (kiddie ride): Fashioned after the Mighty Tonka Dump Truck, these coin-op rides are synonymous with quality, durability, and filled with nostalgia. A cross promotion program offered to retailers by licensor Hasbro should allow for easy placement by operators.

Kidzone/Standard Metal Typer

Rock & Roll (specialty): Aluminum discs are dispensed rom this unit with laminate cabinet and tailfin top sign. Also available in the Classical model antique reproduction cabinet that gives collectible color-anodized discs.

- Also Shown: Premium's Gumball Pumper, Hot Shop, Sharp Tooth and Spinner machines (bulk vending).

Konami

- Midnight Run (video): A driving game in which players choose from four sports cars in stock or tuned configurations and race on three exciting courses. The feedback steering allows players to feel collisions. Up to four deluxe or two twin units can be linked.
- Run & Gun 2 (video): Konami is offering this in a dual or single model kit and the dedicated unit is now at a lower price.
- Chicken Dash (coin drop): Based on a real classic. Roll the coin and try to cross the road. Cars move on three separate belts to block the way.
- Wave Shark (video): Step onto the realistic jet ski and take an exhilarating ride through a variety of waterways. This was shown as a prototype.
- Also Shown: Crypt Killer (video).

LAI Group

- Roller Coaster (vending): A 60" tall gumball and/or toy vendor with eye-catching rope lights in the spiral base. Units also can handle pistachios, jelly beans, superballs, and other small items. Also available: Roller Coaster Jr. (42" tall) and Whirlwind (60" tall).
- Also Shown: Army Shuttle, Big Red, Bucky Pony, Eighteen Wheeler, Little Red, and Triple Pony Race (kiddie rides).

Laser Storm

- Stargate (laser tag): Interactive play system themed to the big-screen movie of the same name. Comes complete with phasers, controllers, headsets, belts, and basic scoreboard. Arena options include lighting package, sound system, fog machine, and big scoreboard. Other adventures: Galaxy 2000, Galactic Marauders, and Circuit Commandos.

Leisure Entertainment

- Derby Day (horse race): Two-player horse race-themed video complete with racing form to handicap your choice. Features include 25" monitor, realistic sounds, and two bill acceptors.
- Prepaid Calling Cards (vending): Computer-operated unit in one-, two-, or three-column models. Software features include full auditing and self-diagnostic reporting, user-friendly menus, and one-year warranty. The machine can go on the wall, counter, or floor stand.

Magic Gumball Intl.

- The Magician (vending): This bulk vendor comes in several different versions including spiral, tube spiral, and even flat surface spirals with traps. A new version will allow for the placement of CDs and happy face stickers in the mouse trap or fall area. The unit is available in a plain or lighted format.

Magnum Mfg.

- Black Jack (card game): This multiplayer card game features single screen table, modem for remote service, adjustable minimum and maximum bet levels, live progressive jackpot, settable cash-out minimum, two speeds of play, system diagnostics, optional split aces rule or vary rules, remote accounting/controls, Sunday blue law screen, custom finishing, high-security bill acceptors, adjustable volume, custom

CUT THE CHEESE™

Frolic in the high jinx of our two heroes, Jack™ and Kurt™ in this new comical coin roll adventure. Players of all ages will burst out in laughter as coins fly through the air and plop into the motorized potty. Experience the flush of tickets as players vie to collect all the letters of the J-a-c-k-p-o-t for big payouts. Catch a whiff of the sweet smell of success with **Cut The Cheese!**

- **Utilizes the Sega Pinball Hardware System.**

  A system that's in use in over 100,00 pinball machines around the world. It's technology your technicians know.
- **Player controlled shaker motor.**

  Players can clear the playfield of any coins that didn't make it to the pot!
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  Spell J-A-C-K-P-O-T for an operator adjustable mega tix award!
- **Large Dot Matrix Display.**

  You've seen the terrific animation our pinball artists can produce. It makes this game impossible to walk past without dropping a coin into the pot!
- **Operator Adjustable BSMT Sound.**

  Light hearted and fun. It's what this game is all about. Adjustable so it won't offend even in the most sensitive locations.
- **Accessible PCB's**

  Mounted to the back service access door making this game easy to get into and out of quickly.
- **Sega Pinball Technical Service and Parts support.**

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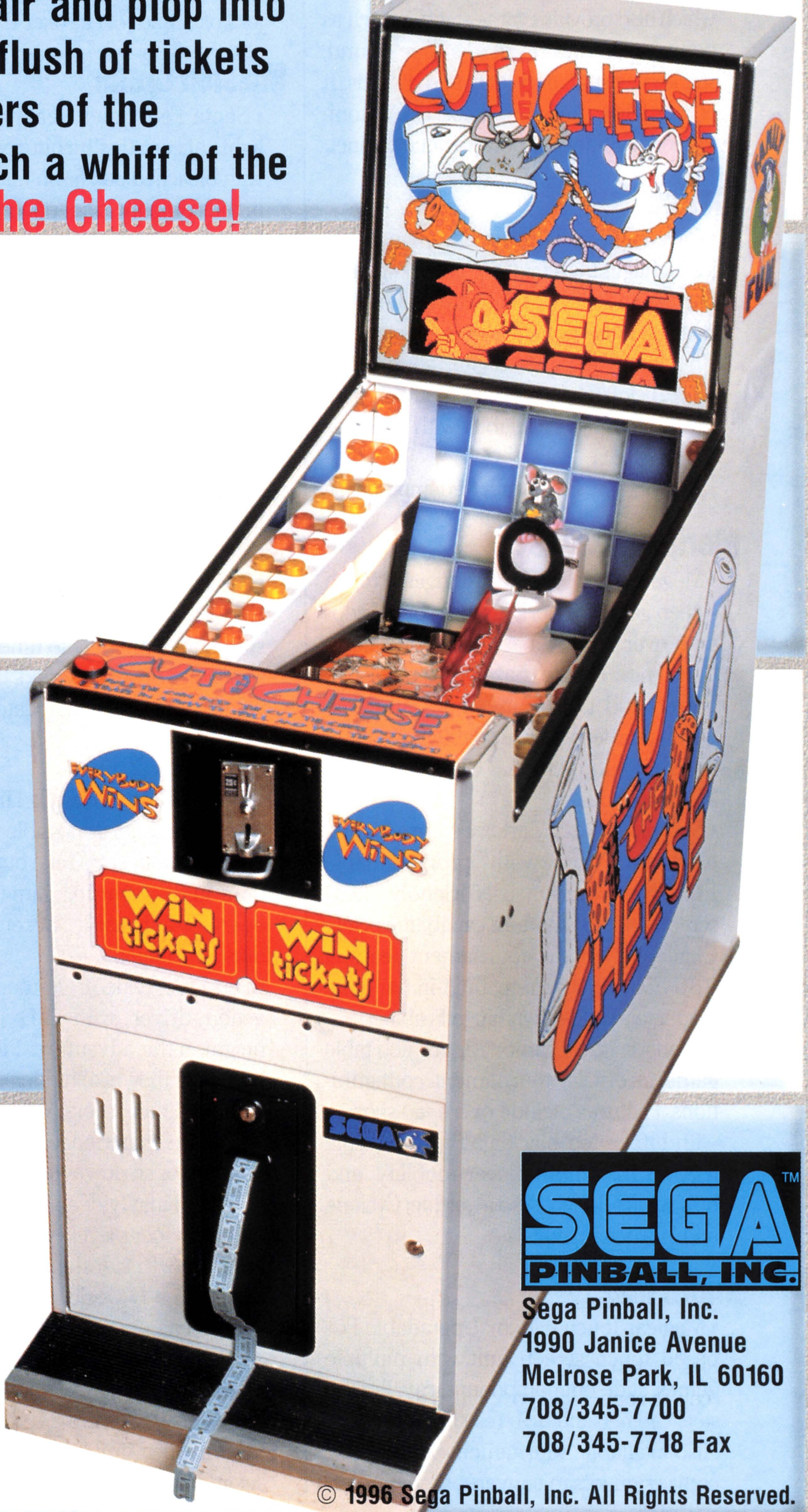

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Sega Pinball, Inc.
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logo availability, and one-year warranty.

• Also Shown: Victor 6 (card game) and Cherry Master (card game).

Medalist Marketing

• Dart Star Spectrum (darts): Six levels of singles are available on this machine, which also provides game statistics such as points per round, marks per round, stacked or split, and feats and awards. It comes with a 14" 256 color VGA monitor and high-density polyethylene cabinet.

Meltec

• Cavemania (roll down): Caveman graphics highlight this child-size game that asks players to roll balls into three holes to match Stone Age figures on spinning reels. The game features digital sound and voice, ticket dispenser, and modulated infrared scoring. Available with a Super Ticket Bonus.

• Also Shown: Big Mouth (redemption).

Merit Industries

• Megatouch IV (video): Multigame touch screen game for uprights and countertops with over 10,000 new Trivia questions, 6,000 new Phraze Craze puzzles, plus Tri-Towers and 11 Up card games, and Con-Quest puzzle game. Available now; coming this summer–the CD-ROM-based Megatouch XL.

• Scorpion Darts (darts): Feature-loaded electronic darts with programmable FLASH memory, user-friendly LCD screen, full fax/modem capabilities, Solo Challenger mode, tournament feature, 386 Elan CPU system, built-in bar code reader, and fold-down hinged cabinet.

• Typhoon (table game): Air cushion table game in official tournament configurations. Features include overhead scoring with integrated blacklight, inward table legs for maximum player mobility, and new mallet design. Also available: Cyclone and Hurricane models.

Micro Mfg.

• Magical Touch (video): Upgradable PC-based touch screen unit with multiple games, slide-out component tray, flip-top steel cabinet, and high-resolution monitor. Also available: tournament version and conversion kits to convert other countertops to Magical Touch.

• Micro Mustang (pool table): Choose from woodgrain or black models available in a variety of sizes: 6', 7', and 8'. Features include 3/4" one-piece slate, all-wood construction, and adjustable pricing.

• Also Shown: Magical Tonic (8-lines), Major Poker and Joker Poker II (card games).

Mission Crane

• Santa Fe (crane): Teal green trim and lights accent this furniture-quality crane with bleached-oak finish that is the newest in the company's lineup. Look for modular components, stained and beveled glass, and a cash box inside the machine. Available in 36" or 42" models.

• Also Shown: Colonial, Frontier, Premier, and Oakmont (cranes).

Muzicom

• Muzicom Audio System (jukebox): Need 500 music tracks at your fingertips? Now it's possible with a fully computerized digital audio storage and retrieval system that takes the place of CDs or 45s. Features include a simplified menu screen, tracks sorted by alphabet, no time gap between selections, digitized sound, dedicated subwoofer, and selection update via phone.

Namco

• Dino Bonk (novelty): Hit or bonk as many dinosaurs as possible in the allotted time to win tickets. Take out your frustrations in this amusing game that features operator-adjustable ticket payout and durable cabinet.

• Dirt Dash (video): On-road and off-road action driver with 3-D graphics that heighten the adventure. Players feel the bumps as they take hidden short cuts and high banked corners. Viewpoint changes add to the experience. Available now in standard or sit-down models.

• Dunk Mania (video): A System 11 game for one to four players where they can run, jump, block, sidestep, fake, shoot, and dunk in a 3-D world. Instant replays and various camera angles add to the realism. Available in late April.

• Soul Edge (video): Conquer your opponents in this System 11 fighter with texture-mapped graphics, an abundance of sword play, and combination moves.

• Time Crisis (video): One-player 3-D polygon gun game with an action pedal. Players become a special agent out to rescue the president's daughter who is a hostage. The game includes three areas, four stages, and two modes (story and game).

• Tokyo Wars (video): Tank commanders engage in battle in the city of Tokyo and near the harbor, watching a map as they proceed. A hydraulic system delivers a kickback in the carriage and steering. Choose from first- or third-person perspective. The game lends itself to team tournaments. Available in the summer.

• Victory Lap (video): An update for Ace Driver deluxe and standard games. 3-D formula-style racing on three courses in three classes (beginner, expert, pro). Look for the championship point feature. Available now.

• Also Shown: Alpine Racer and Rave Racer (videos), Belly Bomber and Godzilla Wars (novelties).

Noel Industries

• LAX (rotary merchandiser): This four-player rotary merchandiser is designed to be left unattended on location, gross over $350, have 70 winners, and still have plenty of prizes displayed.

• LAX Jr. (rotary): This one-player rotary merchandiser will automatically dispense any item which will fit into a 3-1/2" tray.

NSM-America

• Digital Thunder (jukebox): A floor model with strong personality. It has an impressive bank of speakers peering out from behind contour grilles and graphics. Its forceful, aggressive appearance matches the powerful and clean sound it produces. Looking a little closer there's also a visible mechanism sporting an entirely new changer, one that is so fast there is hardly a perceptible delay between tunes. The changer is more compact, as are the other electronic components, and its two 50-CD magazines now have locking storage handles for convenient storage.

• Digital Thunder Wall (jukebox): The jukebox comes equipped with the same kind of graphics, the same NSM Hyber-Beam sound system, and the same intriguing visible mechanism contained in the Digital Thunder. While the size of this unit

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Catch a Red Joker and win Bonus Points!

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Fever Spins are awarded when three Jokers appear in a row.

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NUMBER FEVER
Get three of any symbol in a row and start the number window spinning!

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If the Number Window stops with two pairs of numbers, a Special Win is awarded!

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is just a little larger than that of a pay telephone, there are no limitations to the sound quality that it delivers nor to the music inventory capacity of approximately 2,000 titles.

- Performer Grand 2000 (jukebox): This floor model has all the magic of its predecessors, the Performer Grand and the Performer Grand II. Inside features include the new rapid-fire single player changer that produces more paid-for plays compressed into less time. The Performer Grand 2000 comes with protective CD handling and storage components and a modular architecture for components and electronics that accommodates updates and servicing.
- Performer Wall (jukebox): Incorporates all of the features of the Performer Grand 2000 in a wall unit. Features include the NSM HyperBeam system, producing the same sound it does in all NSM jukeboxes and sizable library capacity of 2,000 song titles.
- Emerald Ice (jukebox): This new jukebox shimmers through facets of silver, aqua marines, and greens, providing a visually active and fascinating display on the location wall. Coupling this with the sound quality produced by the HyperBeam system makes Emerald Ice unforgettable.
- Also Shown: Nostalgia Gold (jukebox).

Oak Mfg.

- Vista Tower Imperial Gold (bulk vending): The latest in the company's line of vending units, it handles V-1 capsules or multiple vend items.
- Also Shown: Big Oak Tower Imperial Gold, Big Oak for V-2 capsules, and Acorn Imperial Classic Gold on the Omega stand.

O.K. Mfg.

- The Magician (vending): The electronic vendor can get as many as four gumballs going at one time and provides patrons with a 30-second show in which the product spirals down, is kicked back to the top of the machine, and then falls again, only to get a final tap from a golf putter head into the hands of the customer. The vendor utilizes pinball kickers, and all parts can be bought from a local arcade supplier.
- Also Shown: The Road Runner spiral series with new configuration to accommodate non-round shaped objects (vending).

Omni

- Play equipment (soft play): Soft modular play equipment in a choice of stock configurations or custom-designed units. Among the components to choose from: the Rocking Tube and Tumbler.

P & E Technologies

- Catch-N-Win (novelty): Players move a cloud back and forth to catch plastic balls that drop through a maze of pins. Catch plenty, win plenty. It can dispense a prize every time and tickets or a prize only.
- Platoon (video): A laser disc update for any American Laser Games titles. The combat-themed kit includes E-PROMS and laser disc.
- Whack 'N Win (novelty): Bopping game in an upright cabinet. Hit all the buttons before they go out to gain points for each stage. Set for redemption mode with optional ticket dispenser or prize-only mode.

Peninsula Vending

- Sticker Mania (vending): Sticker units that range from three columns to six columns, available in stand-alone units or combos with twin or triple bulk vending machines attached.

Phoenix Games/Astro Dist.

- Gumball Tanker (kiddie ride): This ride has two cash boxes in one with an interactive truck driving experience that is complemented by a prize vend of gumballs, superballs, or jawbreakers. Dimensions are 3' wide x 7' long x 4' high.
- Lucky Stars (novelty): A non-violent skill game in which players try to launch balls into a circular playfield divided into different point values. Features include black light illuminated background, operator adjustable scoring and ticket payout, and a full six-month warranty. The game is available for ticket redemption, capsule vend, or custom printed coupon dispenser. Dimensions are 71" high x 44" deep x 25" wide.
- Round 'N Round (novelty): A skill-stop novelty game that lets players win up to 999 tickets per play with vibrant neon lighting and 180-day warranty. Every play is a winner in this roulette-style game that gives player a chance to stop the spinning wheel so that the ball falls on higher point value spaces. Dimensions are 39" wide x 48" deep x 31" high.
- Shot Clock 2 (novelty): With new cabinet construction, electronics, sound, ball handling system, and graphics, this basketball-themed game brings more excitement to players. It is available as a ticket redemption game or optional vending hopper for self-contained redemption.
- Also Shown: The Blue Helicopter, Concept 2001, Hydro Twincar, and Green Airplane (kiddie rides).

Photo Vend

- Faceplace (specialty): Compact photo booth that is only 2' x 4' and dispenses four poses on a print. It is easy to load and maintain, simple to operate, and has a bill acceptor and separate locking money compartment.
- Also Shown: Photo Vend 3-D (specialty).

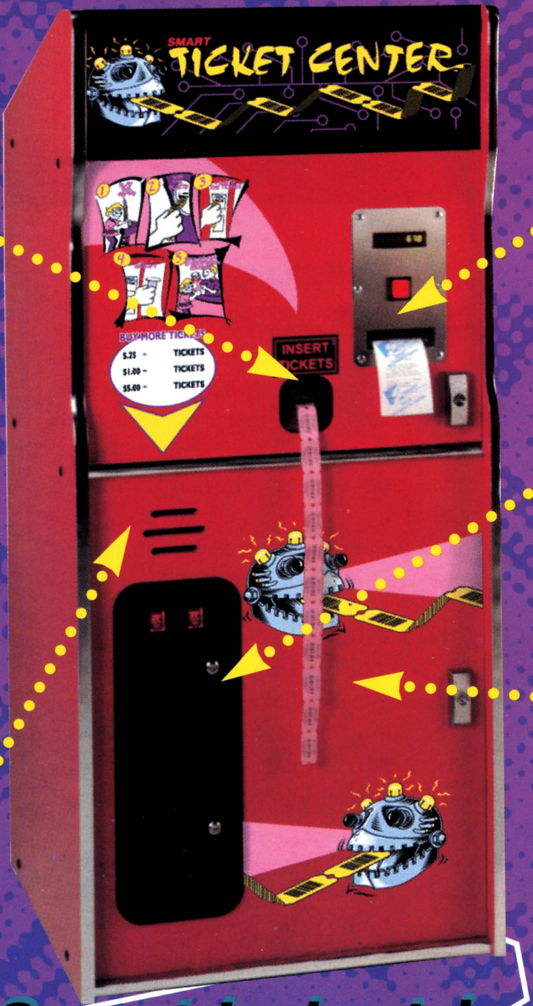
Planet Earth Entertainment

- Treasure Falls (novelty): Players try to hit all the teeth in this crane-style cabinet and cause the Jackpot Jaw, loaded with coins, to dump the treasure. Coins fall down onto three moving conveyor belts and roll off into cobra- or jewel-type targets for more points and fun. The game holds 6,000 tickets and has a high-security locking cabinet and ticket or token dispenser. The two-player Grand Treasure Falls version comes with a super jackpot feature, and the Treasurewin version is equipped with a self-contained redemption center.
- Also Shown: Dinoscore, Dinowin, and Ticket Snatcher (novelties).

Premier Technology

- Mario Andretti (pinball): Activate spinning cars on the playfield as you progress in a race where fuel, remaining laps, and position appear on the LED screen. Features include auto ball time percentaging and player-accessed tournament mode.
- One on One (novelty): Redemption game prototype for one or two players. Players use flippers to propel silver balls into baskets at the end of two playfields and score points.
- Also Shown: Strikes & Spares (novelty).

The Smart Ticket Center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Features:

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Dimensions:
- Width - 31"
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WORLDCLASS SMART REDEMPTION

Pub Games

• Pub Games (specialty): Portable handheld games that can be charged for 15-minute intervals. Pub Poker is the first in a series of titles designed for the system, which is targeted to taverns. New games will be released every six to eight months.

Quartermaster

• Cherry '96 (8-line): Look for a wide range of bonuses: all-fruit; cherry; bell; bell, pool, and bar; progressive all-fruit, and progressive 888). Optional auto ticket dispense function.

• Crazy Moon (8-line): Fast action with a double-up game, fever rounds, Las Vegas-style sound, and jackpot.

• Fruit Bonus '96 (8-line): Bonuses range from any bar to diamond to progressives. There is also a respin feature and optional auto ticket dispense function.

• Gold Mine (reel game): A new twist on the 8-line game—four extra revolving reels make a challenging 12-line game.

• XXI Black Jack (card game): Three-player game in an upright cabinet with 25" monitor an a wide oval control panel.

• Also Shown: Royal Poker (card game) and Super Seven (8-line).

Quick Silver

• Power Tennis (sports game): Single or double player options. Two players stand across from each other for exciting competition. Small space required.

• Power Hockey (sports game): Players compete head-to-head or with the game. Also available in cocktail cabinet. This game and Power Tennis should be great in bars!

• Also Shown: Fiddle Stix (novelty); Hollywood Stars and City Cats (redemption coin games), and Dream Team (basketball shooting game).

Rainbow Crane

• Animal House (crane): This crane comes in various styles: the Contemporary 60 series, The Classic 60 series, and The Neon 60 series, each with its own unique look.

• Toy House (crane): This model comes in various styles: The Neon 42 series, The Classic 42 series, and the Contemporary 42 series, each with its own unique look.

Rock-Ola/Antique Apparatus

• Rocket (jukebox): This is the new three-in-one convertible. It's a full floor-standing, countertop, or wall-mount model. Features Rock-Ola's new syber sonic electronics.

• Legend (jukebox): The new Legend features the new syber sonic electronics, 16-title display, full view mechanism, new remote controls, and dual amplifiers.

Rowe Intl.

• LaserStar Venus (jukebox): A new CD jukebox that combines nostalgia styling of the 50s with futuristic technology of the next-century. Among the many features is a 12-cover title display with easier to read titles.

• Silver Screen (vending): This popcorn vendor is self-contained with cups dispensed automatically. Features include scrolling lights, three-step operation, approximately two-minute popping time, four flavor selections, pre-heated popper, field adjustable software, and product side loading for easy access. The machine uses hot air so no cooking oils are required.

• Also Shown: LaserStar Eagle in three color versions, LaserStar Nostalgia, MM-2 and MM-2 with college themes (jukeboxes), and the company's full line of food and beverage vending machines.

Sega Enterprises

• Cut the Cheese (coin drop): Players aim a coin toward a motorized potty to win tickets. Lots of operator-adjustable features.

• Manx TT (video): Players deal with outrageous speeds of over 200, massive jumps, and dare devil wheelies in this motorcycle game. The realistic motorcycle adds to the effect. Players choose the TT course or the Seaside course.

• Sky Target (video): This aerial assault adventure takes player to the skies with stomach-dropping 3-D realism. They must use their ace fighting skills and nerves of steel to carry out a dangerous mission against a vicious enemy counterattack.

• Virtual On (video): You are a massive robot with the sole mission of pounding the living daylights out of anything that crosses you. Features polygon 3-D graphics and eight robots to choose from. The robotic movements are controlled by two levers that each have two buttons.

• Indy 500 (video): Slip into the seat, start your engines, and you're ready to go in this real-time texture mapped driving adventure. There are three courses, for a new race each time.

• Gunblade (video): There are two missions, either release the headquarters building of the United Nations or release the entire island of Manhattan. Incredible scenes take place in locations like Times Square, Midtown, United Nations building, or the disguised aircraft carrier. Available for two players with two recoilable machine guns.

• Fighting Vipers (video): Welcome to Armstone City, where anyone who's anyone is a viper. These hard core brawlers are the chosen contenders in a huge tournament called Nutcrack. The object is to smash through your enemy's armor.

• Titan titles (video): These games are available for your Titan hardware: Virtua Fighter Remix, Super Major League, and Funky Head Boxers.

• Also Shown: Virtua Cop 2 (video).

Sega Pinball

• James Bond, Goldeneye (pinball): Players visit Q's lab, where the eccentric scientist dreams up the crazy gadgets that inevitably get the hero out of tight situations. Artwork is by Paul Faris and a sound package includes custom speech by James Bond himself, Pierce Brosnan.

Seidel

• Goin' Rollin (coin drop): A feature-loaded follow-up to Smokin' Token that has a ticket multiplier display, progressive jackpots for each consecutive bonus, fluorescent graphics, digital sound, and jumbo cash box. It is U.L. listed.

• Also Shown: Smokin' Token (ski jump-themed coin drop).

Selectra

• Selectron (vending): A unit that vends decals and stickers, shown in three-column and four-column models. The company also sells 4,300 categories of stickers.

Skee-Ball

• Skee-Ball Too! (alley bowler): The

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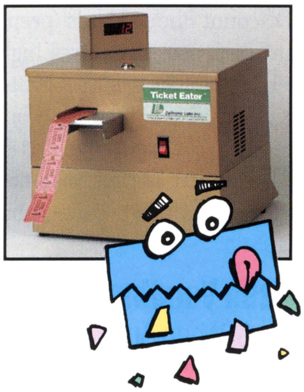
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world's most popular game now in a new version. Features easy-to-use programming, new sound and sights, and built-in diagnostics.

- Super Shot (basketball): Offers all of the best and most profitable basketball features including linkability, a moving backboard, great looks, and real basketball sound effects. Up to six games can be linked.
- Hightops (basketball): The biggest shoe for the smallest customers! This hightop beckons youngsters to shoot a few hoops. It features a fiberglass exterior with no painted parts, and an interior fitted with a tubular steel frame.
- Also Shown: Circus Hi Rise (novelty redemption), Skee-Daddle (alley bowler for little kids), UB QB (football challenge), and Car Toon Racin' (novelty).

Smart Industries

- Goal Shot (coin shoot): A soccer-themed game featuring Smart's patent plunger coin shooter and a moving soccer ball display.
- Hollywood (photo booth): These are going to sell like hotcakes! Customers get a memento without the usual cost of film photos. This digitized image is offered with one of six backgrounds for only about $1 per vend.
- Space Crane (crane): Picture a rocket ship stuffed with merchandise with three skill options and this is what you'll see. Comes with steel frame tubing, motion sound system, and a dollar bill acceptor. Available in plush crane or play-til-you-win candy crane.
- Also Shown: Turf Wars (football-themed coin shoot); the Smart Ticket Center (for redeeming tickets); The Smart Redemption Center (for redemption without attendants); The Smart Prize Center (for locations with limited space); Clean Sweep (cranes in a variety of models); Candy Crane (a winner every time); Classic (crane in an assortment of sizes); Rags to Riches (coin drop); and Shoot to Win (basketball).

SNK Corp.

- Metal Slug (video): For the Neo-Geo system, this video challenges players to accumulate points for each hostage rescued at the end of each mission, which ends with the defeat of a "boss" character.
- Art of Fighting 3 (video): For the Neo-Geo system, this is SNK's first motion capture game with great characters, great combos, and enhanced gameplay.
- Futsal (video): For the Neo-Geo system, this mini soccer game features five teams that add a new dimension to soccer playing fun. There is a smaller playing field for faster action, trick plays for spectacular scoring, and special stadiums in the player vs. player mode.
- Over the Top (video): For the Neo-Geo system, this driving game features eight different vehicles—a truck, Ferrari look-a-like, and Hummer to name a few. The challenge is handling the turns smoothly while making the checkpoints in the given time.
- Chotetsu Brinkin'Ger (video): For the Neo-Geo system, this shoot 'em up game challenges players to choose from three ships to get the boss at the end of each stage.
- Droppers (video): For the Neo-Geo system, this puzzle game is perfect for younger players because of play simplicity. There are numerous sound effects with the big boss at the end of each stage.
- Pair-Pair Wars (video): For the Neo-Geo system, this player vs. player or player vs. computer title invites player to select as many pairs as desired. Pair this (and the other puzzle titles) with a Neo-Geo countertop kit.
- Magical Drop 2 (video): For the Neo-Geo system, this puzzle game challenges players to clear the balloons by placing three of the same color in a vertical row. Various icons (yellow dagger, red clover, green tree, blue star, etc.) help clear the balloons in desperate times.
- Neo Turf Masters (video): For the Neo-Geo system, this golf-themed game adds some "swing" for your players.
- Neo-Mini (crane): It's compact size makes it an easy fit anywhere. The crane uses clear plastic capsules to insure prize visibility and separation.

Software Control Systems Intl.

- XVN (jukebox): Featuring a high-tech touch screen, the machine serves as an entertainment platform incorporating a variety of audio and video options, including play list customization, a built-in camera, TV screen, and karaoke component. The system enables operators to customize play lists and to update the lists as often as once a month with hundreds of titles from which to choose. The unit can be ordered pre-programmed with standard combinations of rock and pop, jazz, country and western, and recent hits. Programming can also be specifically tailored to the local demographics.

Spectra

- Lightning Line Up (skill stop): This skill redemption game challenges players to line up one of three moving arrows with their color light for double ticket values. After successfully lining up the arrows, players enter the lightning mode where a second arrangement runs the progressive jackpot. Features on this one- or two-player game include LED lamps and scoring, durable solid-state design, and operator-adjustable functions.
- Also Shown: Crazy Crater (redemption).

Standard Change Makers

- Ticket Machine (vending): Model SC50-TIK that dispenses change and tickets. Features include heavy-steel cabinet with Medeco key locks, 800 capacity bill stacker, and built-in battery.

Tecmo

- Dead or Alive (video): This fighting game using Sega's Titan system was shown about 50 percent complete. The graphics were exceptional.

Tekbilt

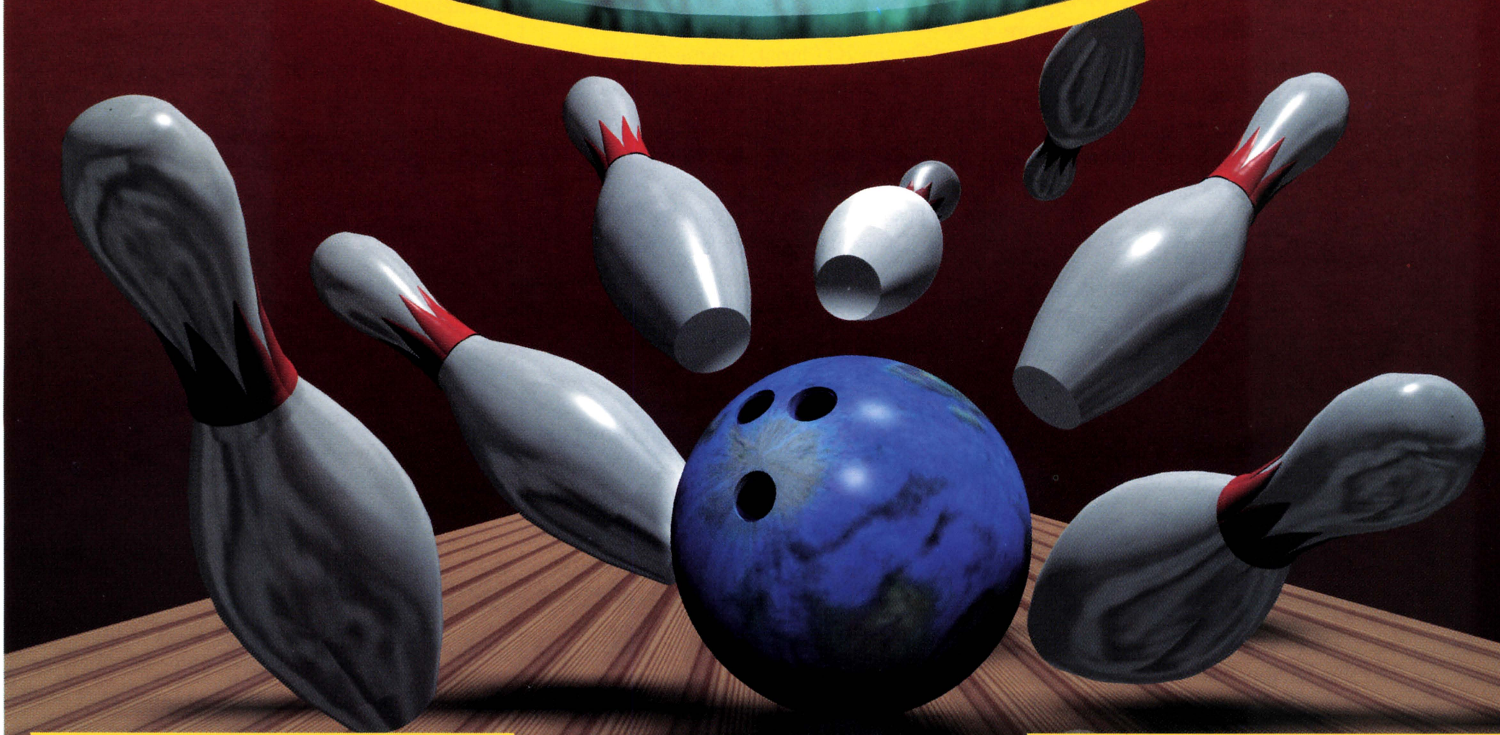
- Discount Phone Cards (prepaid calling card dispenser): Features high visibility with high intensity attract lights, LED displays, flashing lighted push-buttons, and eye catching Lexan laminated decals.
- Also Shown: Details on contract manufacturing's complete game cabinet assemblies.

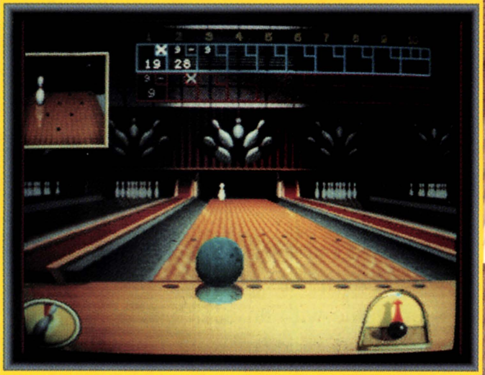
Theisen Vending

- Lowly Worm Apple Car (kiddie ride): A Richard Scarry- inspired ride that's's true to characters in his children's books.
- Also Shown: Police Van with Pink Pan-

STRIKE IT RICH!

World Class Bowling™





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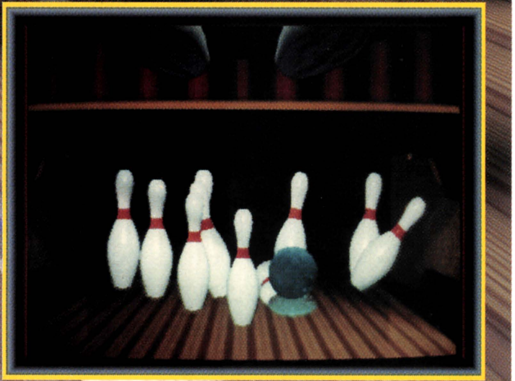

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ther and the inspector peering out from the bars, Woody Woodpecker airplane, Fire Truck, and My Little Pony (kiddie rides).

Time Warner Interactive

• Area 51 (video): This kit is the perfect conversion for all of the top games like Mortal Kombat, Lethal Enforcer, NBA JAM, and other JAMMA compatible cabinets. It features six waves, 14 hidden rooms, secret alien mode, and even more challenges for players.

• Hoop it Up (basketball): Players slam the actual basketball controls and try to score a single, double, or triple basket. Bonus points for every triple slam.

Tornado Table Sports

• Tornado Aire (air cushion table game): Classic styling in a new air cushion table game with easy-adjust leg levels, large LED readout scoring, timer and automatic shut-off, and full 8' size. Look for the works-in-a-drawer design with one-piece PC board and the thick laminate wearplate.

• Also Shown: Tornado 2000 (foosball).

Touch Tunes

• Digital Jukebox (jukebox): Digitally downloaded touch screen music unit that shows total playing time, time left, and eight to 12 CD jackets at once plus animated characters. Customers can search the entire data base by era, group, single song, artist, or category. The unit can be connected to a modem for updates.

Tunnels and Tubes

• Play structures (soft play): The company designs, manufactures, and builds soft modular play systems, either standard models or custom designs. Turnpike Amusements, the distributing side of the business, handles all amusements including large park rides.

Ultrazone

• Laser Tag (arena): The 21st equivalent of "Capture the Flag." There are now over 80 sites in operation across two continents. See them about a franchise. Features include superior set design, state-of-the-art equipment, and self-diagnostic packs. Game and downloading is automatic.

• Zapzone (laser tag): A laser tag system for smaller budgets and smaller spaces. Operators have thousands of game options and it features the "smart button" technology which facilitates special memberships. Each player gets a detailed scorecard and the player's name and score are shown on the lobby monitor.

Valley Recreation

• Cougar IQ (darts): League-friendly electronic darts with 14" VGA color monitor, bold graphics, 2 MB FLASH memory, Intel 386 EX processor, automated scoring, remote management, and debit card capability. It can even be a reporting station for VNEA pool league results.

• Also Shown: Cougar ZD-6 and Image Series Country (pool tables), and Cougar HB and Cougar Wall Mount (darts).

Vend Tech

• Robo-Claw (crane): The company bills this one as skill, amusement, and redemption all in one. Features a computer controlled robotic arm. Dozens of operator options. Countertop (with optional free-standing bases), a new upright, and gambling models available.

Ventures in Technology

• Anarchy (virtual reality): Players journey through six realms on their way to find pieces of the Anarch Key that's been broken. In the end they face the Lord of Anarchy. Features include upgradable software, lightweight headset, stand-alone unit with security system, and modular construction.

Veqtor USA

• Veqtor Max (laser tag): A full-featured laser tag system with audio and LED display feedback that tells players when they are hit or when firepower is low. Computerized scoring is standard in this radio-based system with lightweight flightpaqs. Also available: Veqtor Lite, an entry-level system.

Virtuality

• Missile Command (virtual reality): Showcased on either the sit-down or stand-up version of the 2000 series, players are immersed in the future to serve on the elite Missile Command battalion to save the Earth's last remaining megaplex cities from certain destruction. Stationed at the perimeter of the megaplexes in this cyberspace update of a classic arcade game, players must shoot down the rain of intercontinental ballistic missiles to prevent annihilation of the city residents.

• Total Recoil (virtual reality): This game integrates the popular pastime of sport shooting into a high-definition virtual reality experience for the expanding location-based entertainment market. The game encompasses three shooting disciplines—Clay, Skeet, and Trap Master—as well as a fun target practice simulator. Each features different skill levels.

The Vivid Group

• Mandala Virtual Reality Systems (virtual reality): A video camera puts the player's image into the adventure, where their movements become part of the action. The library has nine titles: Basketball, Birds & Balls, Drums, Hockey, Hand Painting, SharkBait, Soccer, Turbo Kourier, Volleyball.

West Coast Mfg.

• Lightning Bolt (vending): With its non-spiral diagonally alternating vending chute, this machine can vend product of any size and eliminates broken pieces stuck in the spiral. It includes a Beaver coin mech, molded $1,200 cash box, and factory warranty. Lights and 3-D effects are optional, and the unit comes in single- and dual-product vend formats.

• Also Shown: Dual Revolution (vending).

Williams Bally/Midway

• Attack from Mars (pinball): A straight forward game with an open playfield and easy-to-understand rules, this pinball is fun for players of all skill levels. The rules allow multiple features to light simultaneously and in any order. Novice players are able to reach all the exciting game features, while expert players can attempt to rule the universe. Everyone will find the five different multiball sequences, ranging from two to four balls, thrilling, and the accessible playfield allows for easy cleaning and maintenance.

ICE BALL

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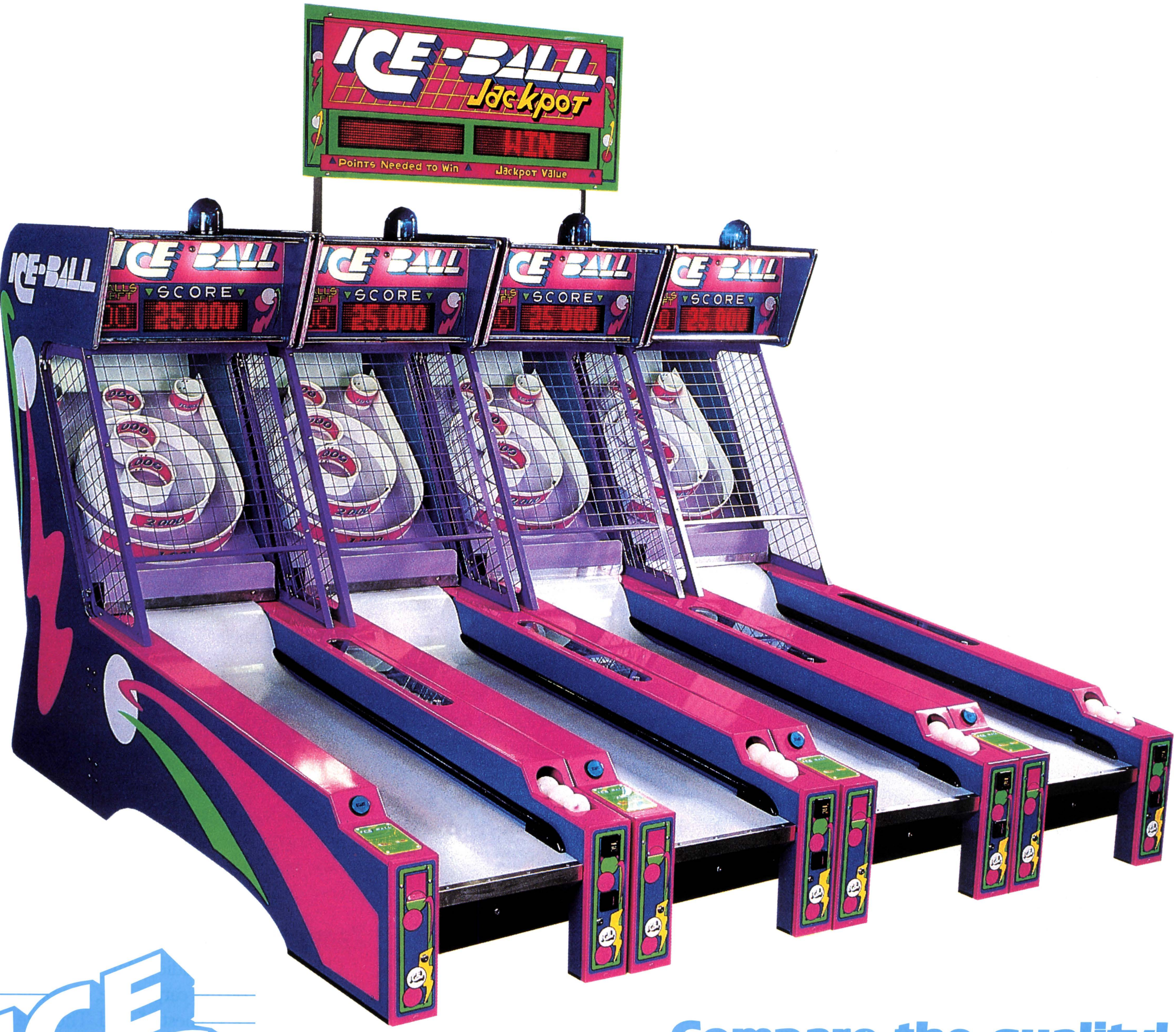
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- Congo (pinball): It's time to journey into the Congo with an action-packed pinball based on the hit movie and novel by Michael Crichton. Explorers of all levels can navigate through the game with its accessible shots, obtainable awards, and simple rules. Features include multilevel multiball, bi-directional ball popper, and a lock-down bar securing the cashbox.
- Hang Time (video): Updated for the coming NBA season, this basketball game from the designers of the NBA Jam series includes new draft picks and a totally new marquee for promotion. New features include the create-a-player mode, a built-in promotional trivia contest that poses onscreen basketball questions and give players a chance to win NBA tickets, power up codes, larger memory, dipswitch for operator selectable tournament modes, smoother graphics, and a new sound board that simulates the atmosphere of a live NBA game.
- Jungle Bungle (novelty): Players dare to take control of the Sacred Albino Coconut on a joystick-controlled lifter and begin a harrowing journey to the top of the game cabinet. The goal is to reach the primal idol as rebel monkeys swing from vines along the way in a frantic effort to snatch the prize coconut.
- Killer Instinct 2 (video): Taking fighting to new brutal levels, KI2's characters are armed with a variety of powerful new finishing moves and projectiles; a new power up button rewards aggressive play with vicious special moves. Enhanced game intelligence multiplies time required to learn combo moves and creates challenging one-player game play. The characters, both new and old, can now interact with backgrounds and objects, creating a new level of action.
- Master Touch (countertop): Games on this initial countertop offering include Royal Quest, Ripley's Believe It or Not, Target 21, Hot Hoops Basketball, Wordz, Shell Shock, and Solitaire. Tournament mode options for competitive play and higher earnings are available. The game will hold $500 in bills, is operator adjustable, and equipped with dollar bill and coin mech, water resistant screen, and independently locked stacker and coin cash box.
- Safe Cracker (novelty): The game is based on timed play, instead of number of balls. Players can extend their time by hitting the rotating discs on the pinball-style playfield. Once players make their way through this stage, locking their ball, it's on to a novelty game played on the machine's backglass: risk it all to break into the vault and win a token award, which can be replayed for another game, redeemed for a prize, or saved as a collectible. The game has adjustable software for operation in any jurisdiction.
- Ticket Tac Toe (novelty): Complete tic tac toe using three shots. Players shoot a ball into a hole on the upper playfield to light the corresponding hole on the tic tac toe board. The first hole lit will award tickets for Quick Jackpot. Players need three lights in a row, in any direction, to complete the match-up and win tickets. The Four Corners feature increases earnings by encouraging double coin drop. Players get to hit three holes per game and need to light all nine lamps for the Jackpot.
- War Gods (video): This 3-D arcade fighting game offers digital skin technology that eliminates the polygon look, reality map surfacing for photo-quality graphics, and an exclusive 3-D button that allows movement around the entire fighting area. The War Gods battle in real-time fluid movements, launching deadly projectiles in every direction while circling the area. Special effects also encompass fatalities, multilevel combos, grappling throws, and secret moves. Industry proven hidden codes also lurk within the depths of this incredible game.
- Wheel of Fortune (coin drop): Fully-adjustable skill levels on this three-player game help suit any location's redemption payout preferences. The game is based on the popular television show and challenges players to hit the highest point values on the game's spinning wheels as they compete against one another. Solve the puzzle, spell JACKPOT, and win the big award.
- Also Shown: Cruis'n USA and Open Ice (videos) and League Champ (novelty).

G. Willikers

Coin-Op Pachinko (pachinko): Authentic machines from Japan now with an interface PCB board to work with a ticket dispenser and bill validator. Players turn the handle to send metal balls flipping through a maze. Hit the right spots and win more balls, tickets, or a grand prize.

Worldwide Video

- Strikers 1945 (video): This two-player interactive flying game has one joystick and two buttons for each player and offers a continuous buy-in feature, as well as eight stages. Players choose from six different World War II vintage fighter planes.

Wurlitzer

- The Rainbow (jukebox): Attractive, colorful graphics in a rainbow of colors highlight this CD jukebox. It includes a new programmable 120-disc CD changer; program book that features eight CDs at a glance; and multifunctional display. Options include a bill acceptor, infrared remote, microphone paging kit, and bookkeeping printer.
- Also Shown: One More Time (nostalgia jukebox), Casino (jukebox), and a special Elvis Presley-themed Graceland collectible nostalgia box given away as a promotion.

XCP

- Model 5001 Phone Card dispenser (vending): The newest in a line of dispensers, it's the smallest full escrow phone card dispenser that takes in multiple denominations of currency. Look for one-, two-, and four-column models available in floor units or wall mount units.

Zamperla

- Flying Carpet (kiddie ride): Join a boy and a genie on this carpet ride, complete with a lamp and chest of gold. The ride features lighting, sound effects, and multidirectional movements.
- Giant Pony Express (kiddie ride): A horse themed ride with an accordion-playing young boy sitting on an adjacent tree stump. The ride is large and sturdy enough to accommodate an adult and builds to a full gallop.
- Also Shown: T-Rex (kiddie ride). ▲

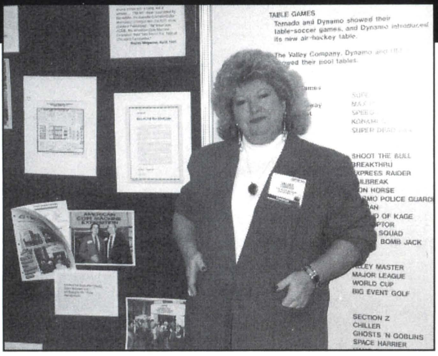


TABLE GAMES
SHOOT THE BULL
BREAKTHRU
EXPRESS RAIDER
MAJOR LEAGUE
WORLD CUP
BIG EVENT GOLF
SECTION Z
CHILLER
GHOSTS 'N GOBLINS
SPACE HARRIER

Play Meter editor Valerie Cognevich looks over her March 1986 editorial in the Memory Lane exhibit.

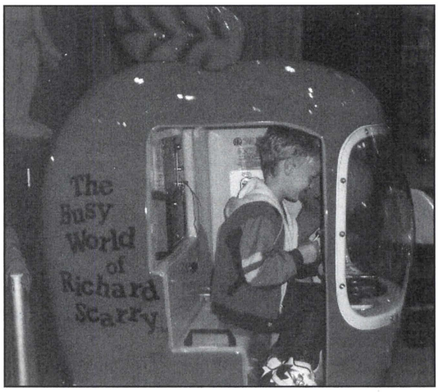
BELLY BOMBER
namco

Two identically dressed girls enjoy playing *Belly Bomber* at the Namco booth.

Whacking dinos requires concentration, as this lad finds out on Namco's *Dino Bonk.*

GOIN' ROLLIN'

A young man drops tokens into Seidel's *Goin' Rollin'* that boasts neon graphics and hip sounds.


The Busy World of Richard Scarry

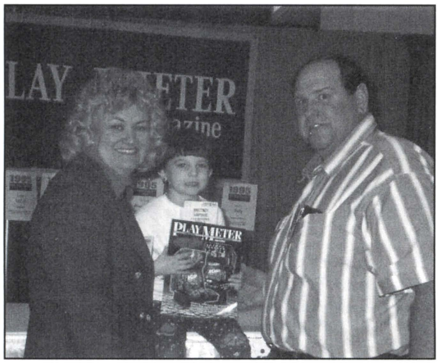
Richard Scarry's art jumps from book to kiddie ride at the Theisen Vending booth.

From left: Walter Kreisberg of Boardwalk Sportland with Mike Pszcola and Gary Warner of CCI by *Six Gun Saloon.*

Virginia Kauffman shows the new *Hot Shot* to Malcolm Steinberg of Leisure & Allied Industries.

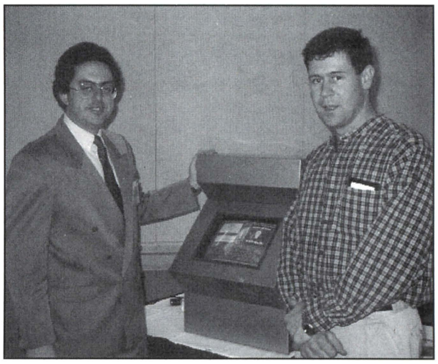
Don and Jean Tunstall by the *Sunset Skillstop* and *Bullion Blox* at the BWB Newark Ltd. booth.

Mike Silverstein (l) is back in coin-op, here with Ian Spinks at the M.V.P.S. merchandise display.



Play Meter's Bonnie Theard (l) and Tennessee operator Walt Hampshire with his granddaughter Brittany.

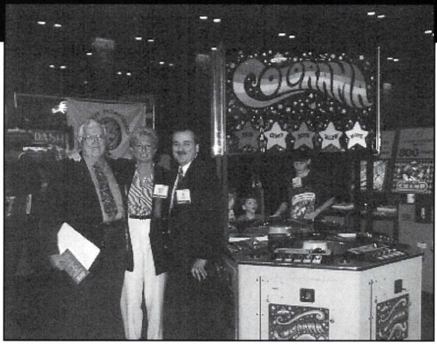
Namco's Mr. Masaya Nakamura and Kevin Hayes by the new *Tokyo Wars* tank battle simulator.



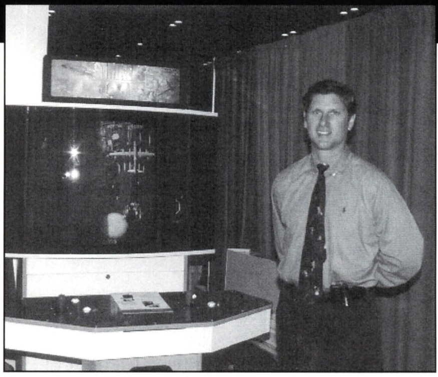
TouchTunes' Tony Mastronardi (l) shows a digitally downloaded music system to Matthew Frey of Metro Service.

ACME '96

Glenn Streeter of Antique Apparatus/Rock-Ola and Paul Bell of BMI admire Rock-Ola's new unit.



Bob Nims of AMA Dist. is pictured by Bromley's *Colorama* with Lauran Bromley and Jim Belt of Bromley.



Brad Brown of Worldwide Video is proud of *Striker 1945.*

From left: Jeff Hudson and Joe Sladak, both of Skee-Ball, Sue Monday of Southgate, Tom Kane and Reggie Moultrie, both of Skee-Ball.

From left: Harry Steinbok of American Changer, Phil Morici of Amazing Video, Ted Kingston of Amazing Video, and Jerry Vaugh of American Changer.

Steve Devlin (c) of LA East is enjoying the company of Sandy Sabulsky (l) and Deborah Goeller of Harvey's Music.

From left: Lenny Dean and Sal Mirando of Coastal Amusements with Frank Gumma Jr. and Ron Bolger of American Vending Sales.

Atari's staff "Hoop It Up" (l-r): Dan Van Elderen, Mike Taylor, Elaine Shirley, Rob Rowe, and Tom Keil .

The ladies of Capcom talk with a friend (l-r): Maya Uehara, Anita Platacis, Vicky Seiben, and Alison Stroll.

Happ's happy crew (l-r): Cary Hedrick, Bob Redwitz, Mark Savoia, Tracy Happ, Steve Butler, and Dennis Sitoler.

From left: Mark and Jack Boasberg of New Orleans Novelty with Hitoshi Hamada, Jeanne Petit Ballouz, and Steve Ward of Fabtek enjoying *Battle Balls.*

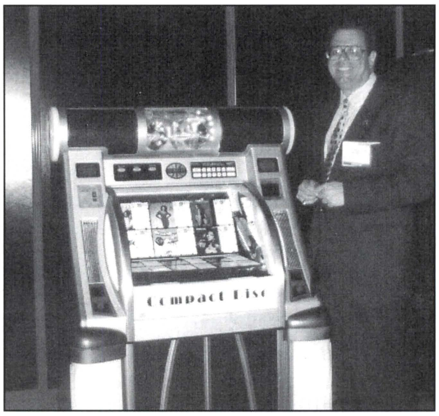
Potential FEC operator Jamie Sikes (c) with Omni's John Sommers (l) and Larry Reed.

From left: Zachary Katz, Brad Quay, and Gary Calhoun, all of Hamilton, with operator Les Bass.

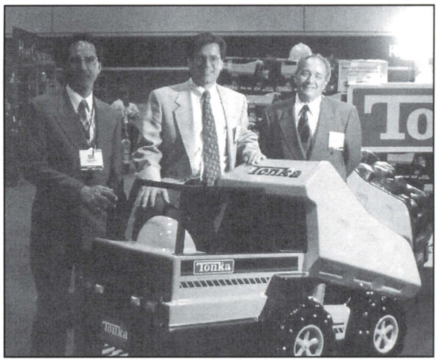
Pamela Schaeffer (l) of Asahi Seiko talks with Gordon Brown of Jukebox USA.

Jeff Krinsky (l) of S & J Vending with Robert Betti (c) and Javier de la Uz of H. Betti Industries.

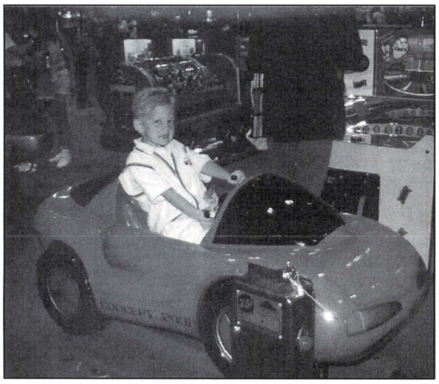
From left: Bruce Haber of HMS, operator Jamie Prather, Lee Anne Bullard and Ira Erstling, both of HMS, operator Sharon Ash, and Steve Shulmar of HMS.



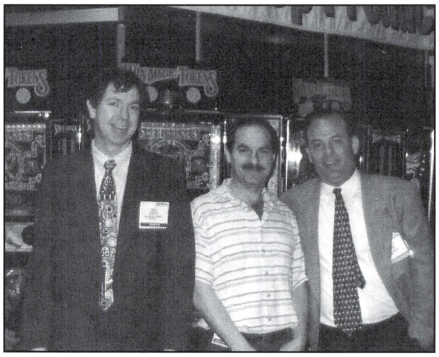
Joel Friedman with Rowe's *LaserStar Venus.*



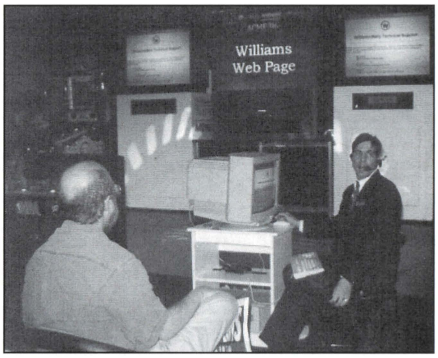
Kiddie Ride USA's Brian Carasik (l), Mike Evan (c) and Joe DeMarsico in front of their Tonka display.



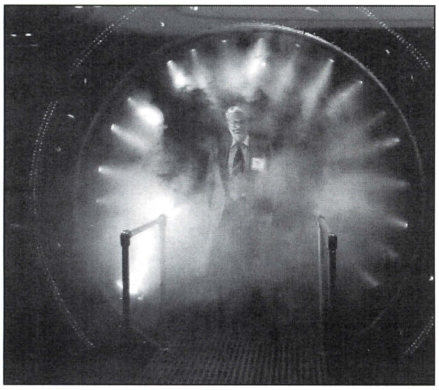
Scott Jones enjoys the horn on Astro's kiddie ride in the Phoenix Games booth.



Pat Lawlor (l) of Williams demonstrates *Safe Cracker* to operators Tony Dibattista (c) and Rocco Dinapoli.



Larry DeMar of Williams explains their new web site designed for distributors, operators, and players.



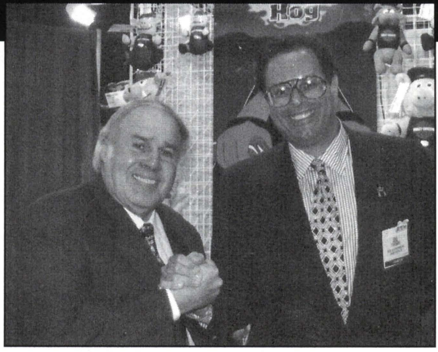
A distinguished gentleman strolls through the Laser Storm display.

Joel Friedman (l) of Rowe with David Sadler, president of Rowe.

Joe Allen (l) of Magnum Mfg. talks with operator Stephen Melillo (c) and Dan Johnson of Magnum Mfg.

ACME '96

Dan Sterk of West Coast Mfg. helps Scott Jones get bubble gum.



Arturo Torres of Play-by-Play and Joel Friedman of Rowe are two old friends who enjoyed seeing each other at ACME.

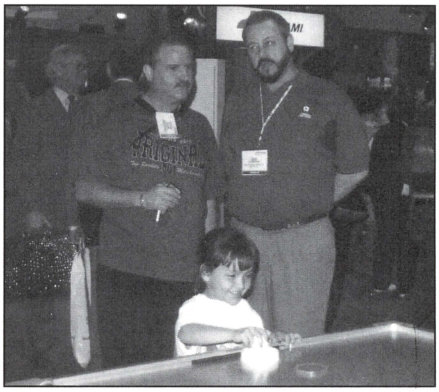
JAMES
INDUSTRIES SOUTH

James Industries staff (l-r): John Blouin, Augusto Lugo, Michael Martinez, David McLaughlin, Carlos Lopez, Wanda Figueroa, Maria Lugo, Mayra Manteiro, David Bargamento, Harold Berrios, Aldo Andreu, and Jim Roberts.

World Class Bowling
Golden Tee 3D

Carol Lally (l) visits with Incredible Technologies' Larry Hodgson (c), Elaine Ditton and Richard Ditton.

Quartermaster crew (l-r): Dave Overcast, Ben Lloyd holding the water battle give away, Christy Echols, and Rodney Lockhart.



Steve Oliver (l) and Dave Courington of Tornado watch Amanda Coleman enjoy her game of hockey.

Darren Argue of Ruckers in Canada tries out Vivid's *Turbo Kourier.*

PUTTING CHALLENGE II

Ray VanFossen tries his hand at *Putting Challenge II.* Hope he made it into the tournament.

Bob (a.k.a. Bill Brown the Bloody Bloomin' Bugle Blower from Buffalo Bill's Brass Band) Noell (l) talks with Charlot and Hugh Reid of Action Ligting.

The Shadwick's, (l-r): Jack (original Cadillac Jack), Angela, Al, and Natally pictured in the Cadillac Jack booth.

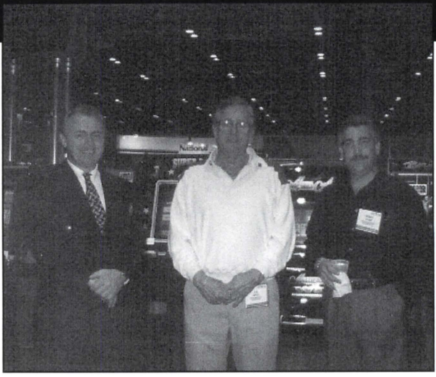
Rich Babich of Colorado Games invites Carol Lally of Play Meter to his "Hootnanny" (open house) on March 15th in Denver.

Pictured with Grand View's *Pachinko* machine are John Strass of Grand View and Bill Foster of Carefree Systems.

ACME '96

IDE
Improve Control
User-Friendly
Save Time
Flexible

Marty Man Smith of Ideal Software Systems demonstrates the Redemption Center Manager.



Bob Mosley (l), C.S. Carter (c), and Danny Kinard of Best Amusements are please to be in Orlando.

Mike McWilliams (l) of Specialty Coin and Phil Cornick of P & E are proud of the new *Whack'N Win* and *Catch-N-Win.*

Chicago
CHICAGO

Operator John Sanders is pleased to do business with Bob Lovell of Chicago Lock.

NBA JAM EXTREME

Simon Deith (l) and Mike Gheorghiu of Deith Distributing check out Acclaim's *NBA Jam Extreme.*

Jeanie and Paul Lucas (l) of P & J Enterprises talk with Frank Minnella of The LAI. Group.

GREAT AMERICAN

From left: Jim Pietrangelo of AMA Distributing, Bob Jones of Arjay, David Celani and Dennis DiSarle of Great American Billiards, Bob Harzer of Atronic Casino Tech., Jon Yarbough of VGT, and Dominic (Tut) Celani of Great American Billiards.

John Ramat (l) of Sticks and Stones tries out the Vend Tech unit with Robert Reis of Vend Tech.

DISTRIBUTING

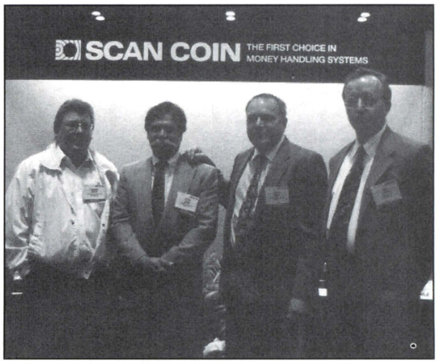
From left: Wes Lowe of ATM, Stephanie Genco, Joe McNally of ATM, and Stephen Genco of Genco Distributing.

"THE OPERATORS LATIN MUSIC CONNECTION"

Rada Youngblood (l) and Howard Kopelson (c) of the Latin Jukebox talk with our own Valerie Cognevich.

XCP
Pre-Paid Vending Systems
Leisure Games
Transit
Vending Machines
Photocopiers
PHONE CARDS

From left: David Swan of XCP, Larry Voelker of Smart Industries, and Darrell Rademacher and John Aderson, both of XCP.


SCAN COIN
THE FIRST CHOICE IN MONEY HANDLING SYSTEMS

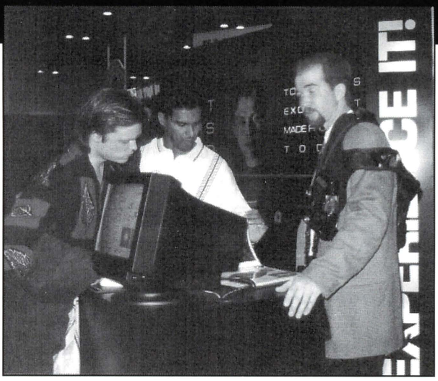
From left: Bob Harzer of Atronic Casino Tech., Juan Gudino and Larry Baird, both of Accuracy Counts, with Per Lundin of Scan Coin.

ACME 96

From left: Frank Pellegrini of Sega USA, Jim Roberts of James Industries, Al Stone of Sega USA, and Takeshi Uehara of Sega Enterprises Ltd.

TEKBILT inc
Quality Products...Quality Service
24 HOUR SERVICE TURNAROUND

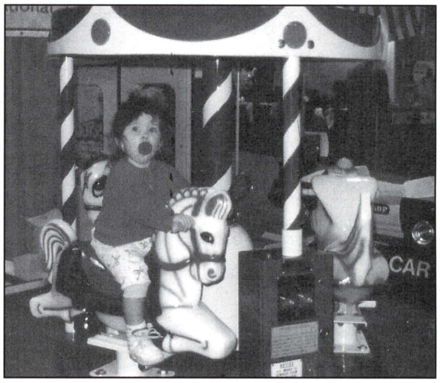
Buzz Buner of (l) Tekbilt shows his telephone card dispenser to Guillermo Riveroll (c) and Patricio Gutierrez.



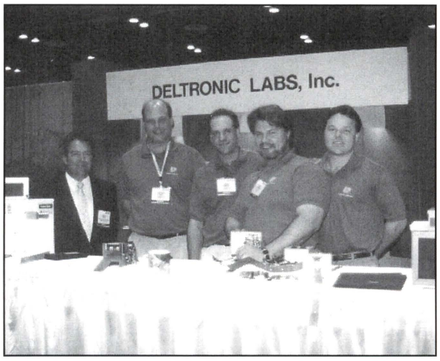
Dan Rossner (l) and Ron Weera (c) talk with Ultrazone's Brian Sweet about his laser tag system.

Gail Zweben enjoys Zamperla's horse while her brother Adam prefers the dinosaur.

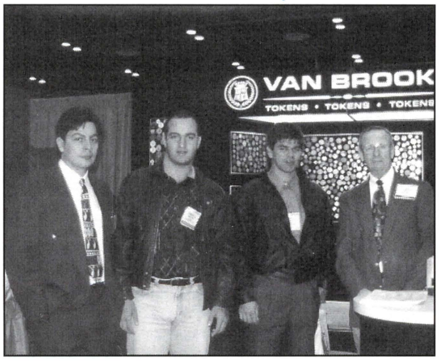
Jonathan Plache (l) and Richard Plache (r) of Veqtor entertain Eric Noel.



Monica Santos enjoys Carousel's original canopy 3 figure ride.


DELTRONIC LABS, Inc.

From left: Emilio Porte of Emmty, with Stephen Horniak, Colin Horniak, Lars Jorgenson, and Rob Delahanty of Deltronics.

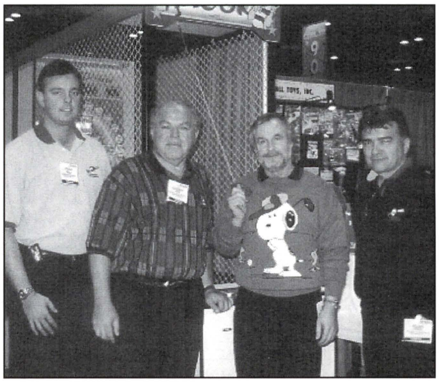

VAN BROOK
TOKENS • TOKENS • TOKENS

From left: Juan Diaz, Marcello Machado, and Roberto Bieri from Brazil with Van Brook's Jack Spence.

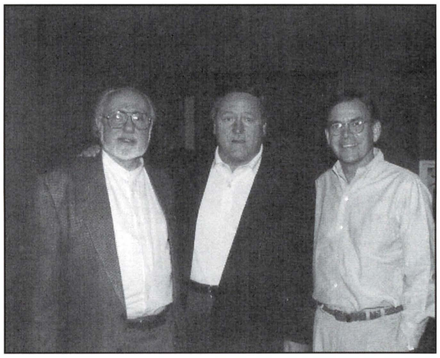
CIRCUIT BOARD SALES
1-800-395-8880

Circuit Board Sales staff (l-r): Patricia Roten, Charles Young, and Malinda Draper with Jack pearson of Videomaster.

JCM staff (l-r): Paige Gamble, Mark Henderson, and Ed O'Neal

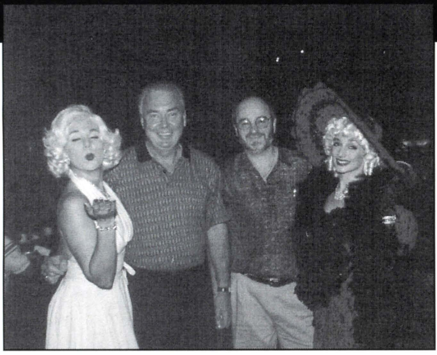


Benchmark's crew (l-r): Stephan Renaud, Al Kress, Ron Halliburton, and Roland Berrios.



Sega held its distributor meeting at Universal Studios theme park, (l-r): Sega's Ken Anderson and Al Stone with Universal's Skip Paul.

ACME '96



Enjoying Sega's distributor meeting at Universal Studios are Sega's John Hill (l) and Lamar Forque with Marilyn and Mae.

From left: Acclaim Entertainment/Lazer-Tron's Ron Carrerra, AMA's Jim Pietrangelo, and AE/LT's Norm Petermeier and Brian Duke.

Data East's Judy Burt and Drew Maniscalco pose by the new *Magical Drop 2* puzzle game.

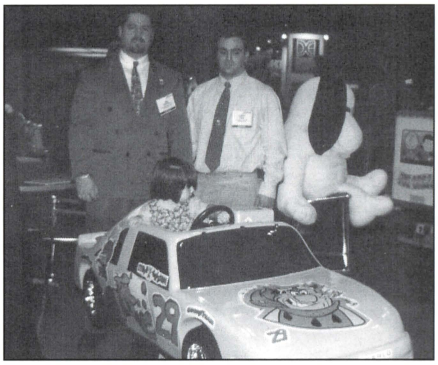
The Coin ConneXion crew, (l-r): Lynn Tordsen, Roy Frankhauser, Billie David, Ricky Ross, and Marsha Erdmann.

Hoffman & Hoffman's Michael Hoffman (l) shows his new commerative piece to the EMT ladies, Alicia Sadoff and Maureen Coyne (r).

Oriental Trading's Sondra Doyle and Play Meter contributor Francine Burrier (l) compare wrist ware as OT's Meg Bennichsen and Francine's friend Kathy McCormick (r) look on.

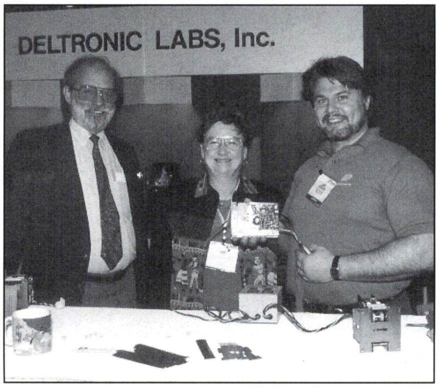
From left: Plush Appeal's Joanne Jennings and Daryl and Katherine Fletchinger show off their trade-up plush.

From left: S&B's Marty Luepker, Brian Riggles, and Advanced Games and Engineering's J.R. Fishman talk candy cranes and mixes.



Little Beatrice Bommer rides the new *NASCAR Cartoon Racer* while Just Kiddie Rides' Jim Monahan (l) and Albert Laboni look on.

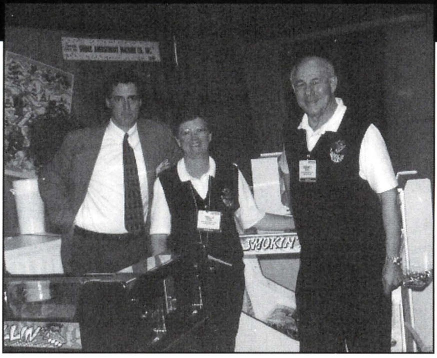
At the Gametime booth, Play-by-Play's Stephen Chernin (r) and Mike Howe take a turn as Gametime's Cindy and Kelly Sites look on.



The smiling staff at Deltronic Labs, (l-r): Steve and Molly Horniak and Lars Jorgensen.

Star Track's Cindy Fasone and Bill Denton are ready to show off their line of redemption novelties.

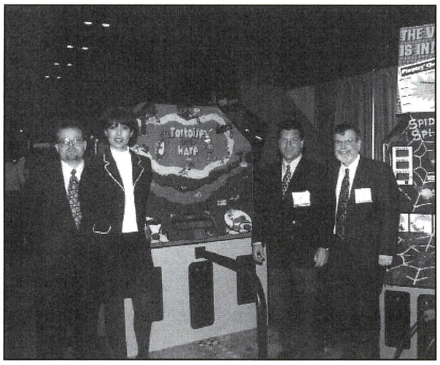
ACME '96



Phoenix Intl.'s Phillip Hobson III (l) chats with Seidel's Phylis and Ed Seidel about the new *Goin' Rollin'.*

Checking out this token changer are, (l-r): Gerardo Tamex of Servicios Computacionales, Standard Changemaker's Barry O'Brienand and Emilio Porte, and Jose Adrian Gonzales of Jeico.

Grumpy Bear Enterprises' James Morrel, attired in headband, poses with the Merit Industries crew.



At Island Design's booth, (l-r): James and Deanna Noland, Island's Jolly Backer, and United Distributing's Mark Blum by *Tortoise and the Hare*.

Sportime's Steve Linzey looks over tokens with Roger William's Mint's Shelia Dellacona.

Pre-Paid Phone Card Vending Machines

Pre-paid phone vending is hot at Leisure Enterprises, (l-r): Jed Foreman, David Levy, Jessica Gonzales, David Foreman, Eillen Bailey, Freddie Bailey, and Hahn Ghani.

"Lazer tag anyone?" Jammin' Gym's Dan Hayes (l) joins Ascension Productions' Doug Wilson and the *Lazer Runner* girls Jennifer, Sally, and Diane.

At the Ace/Acme booth are, (l-r): Bugs, A/A's Rorie Keller, Artist Works and Custom Signage's Antony Andre and Cynthia Smith, A/A's Linda Ohlsen, and Fun-4-All's Francine Burrier.

Micro Mfg.'s Talih Ozturk and Larry Hartley (l) welcome American Vending Sales' Diana Newell and Frank Gumma Sr.

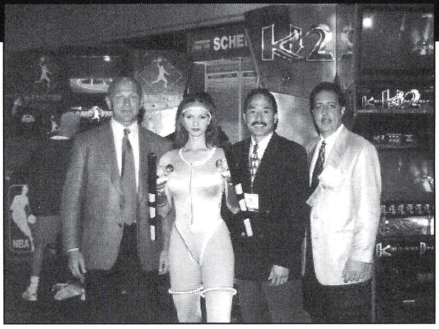
Photo Vend's Mark Trottter (c) greets Wonderland Arcade's John Spaulding Jr. and Sr. (l), with PV's John Biondo (r) and Barney Doran looking on.

Talking dart tournaments are, (l-r): J.C. 2 P. Merchants' Johnnie Alexander, Arachnid's Bob Mills and Marcio Bonnilla, and Kramazar Amusement's Dwain Kramazar.

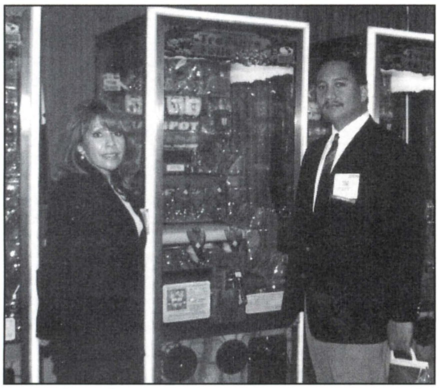
American Sammy's Brad Faris and Maria Fotinopoulos explain the mystery of *Pharoah* to C.E.S.'s Adam Moloney (c).

ACME '96

Fun Industries Mel La Force (r) gives the *Steer Crazy* basics to M.H. Associates Doug Flint.


Checking out the latest Midway games are, (l-r): Betson's Peter Betti, Williams' model Orchid, Williams' Mark Chan, and American Vending's Frank Gumma Jr.

Bay-Tek's Larry Treankler and Lisa Basten show off their new *Shoot N Hoops*.


Planet Earth's Valerie Bechtold showing off *Treasure Falls* to 50th State Coin-Op's Kalei Asing.

Checking out *Carolina Draw* at Green Coin are, (l-r): Rosemary Coin's R.A. Green, Huebler Pool Cues' Paul Huebler, and Green's Hunter Moore and Royce Green.

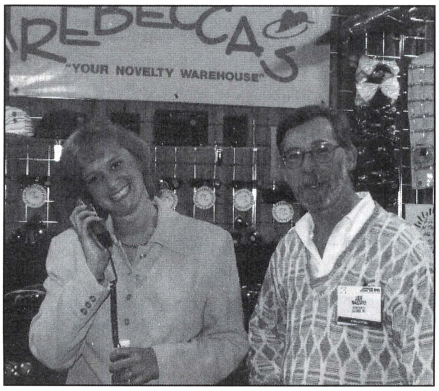
East-West Market's K.S. Shinn (l) and Joesph Jones advise a young player on *Mr. T's Challenge* karate game.

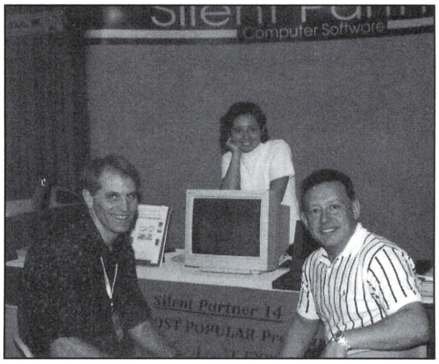
From left: WMS' Marty Glazman, Maryanne Rohr, and John Newcomer behind the bar with the new *Touch Master* countertop.

From left: Capcom's Mark Coldebella, Elizabeth Stroll, Mark Ritchie, Alison Stroll, and Anita Platacis.

"Let's eat!" EMT's kiddie table gets some use by the company's Dave Drouillard, Alicia Sadoff, and Maureen Coyne.

Sharing a laugh are, (l-r): T&M Distributing's Dan Riquier, Tom Riquier, Mike Riquier, and D&R Billiard's Lyndon Ruber.

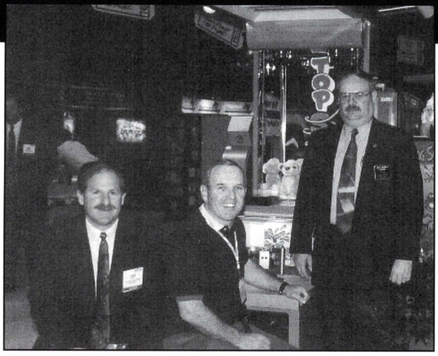

Testing out Rebecca's toy phone is EMT's Alicia Sadoff with Rebecca's Joe Nazzaro.


Modern Specialty's Roger Westmont examines Silent Partner's software with SP's Len Smikun and daughter Lena behind the counter.

ACME '96

SKILO
THE NEW GROUP REDEMPTION GAME!
FALGAS U.S.A., INC.
4x4

Falgas USA's Eddie Sanchez and Clara Fernandez have young Grant Jones (l) and Andrew Mosley (r) checking out their latest kiddie rides.



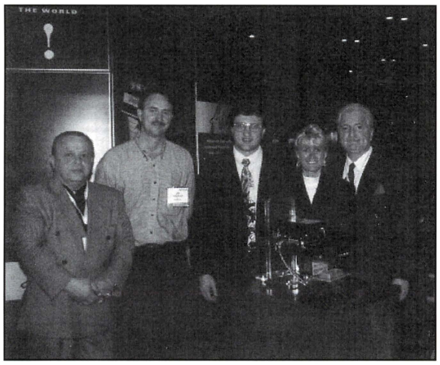
Las Vegas comes to Orlando, (l-r): Excalibur Hotel's Craig Platt and Circus! Circus!'s Sandy Adler visit with Bob's Space Racer's Jack Mendes.

ARMS Rhonda Fletcher (l) and Lou Cappetta welcome Rhonda's sister Janice Mihlako of Side Show Pizza.

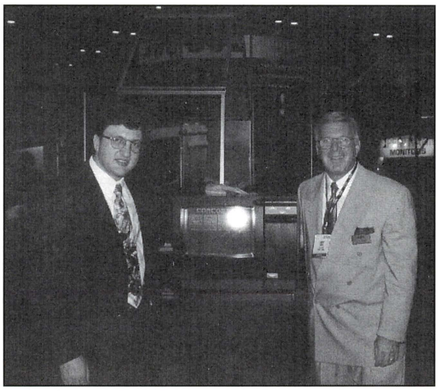
At the Rhode Island Novelty display, (l-r): the company's Len Sormanti and Dan Highcove, Canadian Coin Box's Jim Dillon, and RI's Mark Jauibiak.

The Sega Pinball *Goldeneye* team, (l-r): Lonnie Ropp, Joe Kaminkow, Shelly Sax, John Borg, Frank Suareo, Neil Falconer, and Joe Blackwell.

From left: Hanaho Games/PVG's Conrad Ho shows his new 50" cabinet to Global Equipment Exchange's Steve McCaul, Hanaho's Debbie Gonzales, and Pioneer Sales' Jon and Joel Kleiman.



At the Cash Code booth, (l-r): CC's Joe Ayzenman, VGT's Jon Yarbrough, CC's Val Levitan, and Debbie and Steve Kinder.



Proud of their new *Concorde* countertop are JVL's Val Levitan (l) and Mort Ansky.

At Alter Enterprises, a couple of cute youngsters get their picture taken on *Photo-Loco.* Behind are, (l-r): Amutec's Nigel Collins, Alter Enterprises' Earl Heller, and Namco's George Smith.

Starpoint's Barry Marchini (r) shows a gaming reel to Seidel's Chris Ohler (c) and James Industries' Denny Nicholson.

COIN CONTROLS
INTERNATIONAL
COIN VALIDATION
COIN PAYOUT

Coin acceptors are the topic at Coin Controls, (l-r): American Changer's Jerry Vaughn and Coin Controls' Maribeth Lezcano, Jane Chiotti, and Ron Rollins.

Smart Industries' Gordon Smart shakes hands with K&K Sales' David Kamen as Mitchell Sales' Ben Mitchell (r) and Mary Sharratt (l) look on.

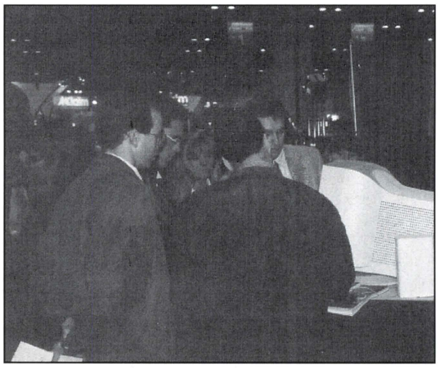
ACME '96

The very upbeat SNK team, (l-r): Heh-Ku Sincock, Tracy Tate, Jeff Yantz, and Bruce Tomiyama.

By *Six Gun Shooter* are, (l-r): Coin Concepts' Bob Schneider, Mike Pszcola, and Gary Warner with Global Coin Equipment's Steve McCaul and ACME pirate Laurie.

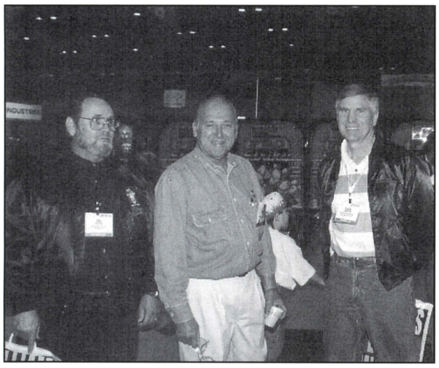
Colorado distributor Rich Babbich takes note of the new Valley Darts *IQ Series* with, (l-r): Valley's Melody Sutkowi, Doug Blair, and Jim Roe.

Amusement Consultants' Michael Getlan (l) with Fun Expo's Bailey Beeken and Namco's Frank Cosentino by *Tokyo Wars.*



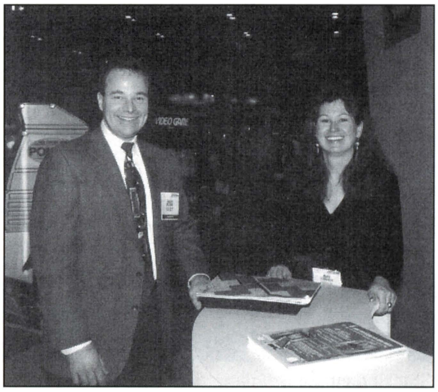
Premier Data's Uzay Togay (r) shows a group of prospects the capabilities of the Super Route Manager for Windows.

The National Tickets' sale force, (l-r): Ned Ludes, Bill Owen, and Maureen Mulhall.



In front of Design Plus' new *Striker Pro* are, (l-r): Mt. Coin's Don Water, Design Plus' Larry Burke, and Mt. Coin's Elden Kingston.

From left: C.A. Robinson's Sandy, Adrea, Leah, and Ira Bettleman with SNK's Heh-Ku Sincock and Atlas Distributing's Jerry Marcus.



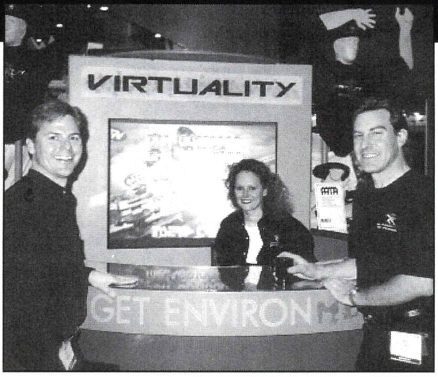
Jaleco's Ralph Orlowski and Mary Hermanson are smiling about the new video *Tetris Plus.*

By the *Run and Gun 2* game are, (l-r): Konami's Mike Rudowicz, Tim Dirnberger, *Run and Gun* tournament director Lisa, Louie Rummenigge, and Jim Losser.

Surfer girl Heather with Konami's Jim Losser and Tim Dirnberger (c) by *Wave Shark.*

The Play-by-Play/Laramie Interest sales crew, (l-r): Stephen Chernin, Allen Ramey, Liz Rosell, Jamie Navarro, and Barry Lederman.

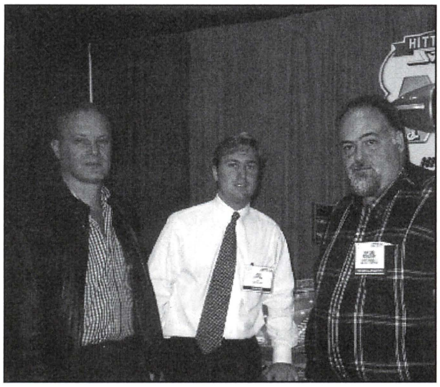
The King Plush/Mission Crane people came to Orlando in force!



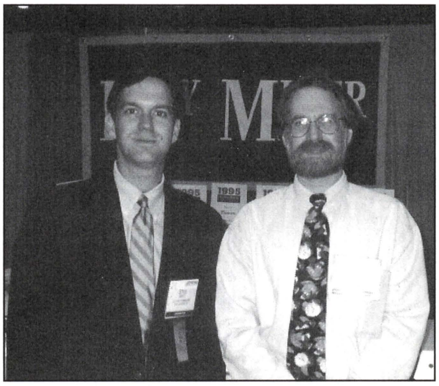
At the Virtuality booth, (l-r): Tom Milks, Lori Erikson, and Lance Loesberg.

BEING HELD IN YOUR AREA!
Have you seen this man?
MISSING

NSM-America's John Margold with the company's service seminar expert Keith White.



Joe Coppola (c) of I.C.E. talks with Manuel (l) and Arturo Stohlman of Super Starman in Venezuela.

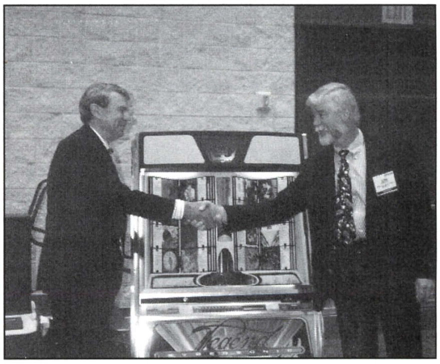


Play Meter's Steve White (l) with Pennsylvania operator Dale Lazar of H. Lazar & Son.

Laura Drouillard, wife of NSM's Dave Drouillard, with their son Patrick and daughter Katie.

Showing off the *Rainbow,* (l-r): Dirk Timmers, Klaus-W. Telgheder, and Joe Pankus, all of Wurlitzer.

Williams' War Goddess made a special appearance at the company's distributor meeting.



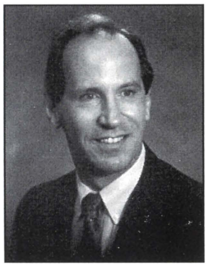
Rock-Ola's Glenn Streeter (r) and Jim Sullivan shake hands to signify a hit with the new *Legend* jukebox.

At Planet Earth's hospitality suite, (l-r): Tim Jackson, Betson Pacific's Peter Betti and John Lotz, Bill Faith, and Leiberman's Glenn Charney.

Steve Levy (a Sonics fan) bet Rich Babich (a diehard Nuggets fan) that his team would win. It did and Steve's payoff was seeing Rich in a Sonics hat and shirt!

The new *Legend* is great says, (l-r): Rock-Ola's Dan McAllister, George Haydocy, Glenn Streeter, and Frank Shultz. Green Games' Royce Green and Genco Music's Steve Genco agree.

Tom Fricke



A white paper in support of statutory reform

In the box included in this article, there's a letter from William R. Riedthaler, Special Deputy Sheriff, Cuyahoga County, Ohio. Commenting on our first article, "Redemption and the Law," Deputy Riedthaler states, "I have never known a police department or sheriff's office to refuse to examine or give a written opinion on a machine submitted to the agency for examination as to the legality of a device."

Deputy Riedthaler is a law enforcement hero, having been seriously wounded in the line of duty in 1981. He has been called as an expert witness in regard to coin-operated gambling machines several hundred times in at least eight different counties in Ohio. As a police officer, he played an active role in the arrest of hundreds of individuals in connection with gambling devices. He has attended numerous schools and seminars with respect to gambling machines. He has also published a book on the subject. When Bill Riedthaler has something to say on the subject of gambling devices, I for one am inclined to listen attentively.

To understand his advice, you have to understand the laws he enforces. The law of gambling devices is jurisdiction-specific, and among the jurisdictions, Ohio's law is unique. This and a more detailed look at the option of consultation with law enforcement will be the topic we'll address in next month's article.

The point of our whole series on redemption and the law is that we need statutory reform. Here is a "white paper" (a position paper in support of legislation) for this reform. It can be adapted for use in many states and is the best statement I know of concerning the state-level legislative relief which our industry needs. It can be used in conjunction with the IAFEC model redemption reform bill.

BILL INDENTIFICATION (the exact number of the bill will be inserted here) is intended to remove doubts concerning whether the harmless, widely-accepted pastime of contesting at games of bona fide amusement that involve skill for merchandise awards of modest value, is criminal gambling in the state of (name of the state). As a public vice which carries a stereotype of the allure of the big jackpot and ruinous gambling debts collected by thugs, gambling has long been against the express public policy of the state of (name of the state). The forms of gambling are so many and varied that the definition of the crime is quite broad. Unlike many other crimes it is not possible to define gambling in terms of specific conduct, practices, or pursuits. Rather, the crime must be defined in terms of an abstract characteristic: for consideration, the distribution of property by chance.

This theoretical definition admirably describes the numbers racket and the old-fashioned slot machine. However, as interpreted by the courts of (name of the state) and other states, it casts such a wide net that it can and does ensnare some pursuits that are commonly regarded as harmless and wholesome. Accordingly, the legislature has on many occasions clarified its broad prohibition by making limited exceptions to apply to specific practices that, as a matter of policy and of public acceptance, are not commonly regarded as harmful and therefore should not be crimes in (name of the state).

In considering whether, as a matter of policy, an exception should be made for a particular bona fide amusement practice, the legislature should not focus first on the original definition of the crime itself. Rather, it should focus on the practice. Can it be precisely defined? Is it truly harmless? Presently, the practice of amusement with prizes is lawful or unlawful in (name of the state), dependent on how much chance is involved in the particular game that is used. However, unlike the lottery or the craps table, most amusement games and sports (and for that matter most other pursuits) involve some combination of chance and skill. The relative influence of these factors is often a matter of conjecture, concerning which reasonable persons may differ. The elements do not lend themselves to the quantification which the law seems to require. Such an unclear standard should not be used to define a felony when applied to conduct which is widely accepted by the people as benign.

Under (BILL IDENTIFICATION) all bona fide amusement games coming under the merchandise award exception would have to involve skill in their play or operation. The presence of skill, unlike its predominance, is something which is in most cases readily apparent. In all cases, the question of whether an amusement game involves skill may be ascertained and demonstrated. If such bona fide amusement devices are used to award to successful players, a limited value redeemable only for merchandise prizes, their use does not partake of any of the harm that our gambling laws are intended to prevent.

The gambler is motivated by the hope that he might obtain a return which is greatly disproportionate to the money which he invests in playing the game. As long as he believes that there is the possibility of a great reward, he will continue playing even though he loses constantly. The gambler playing a slot machine does not normally expect to affect his return by anything he does, other than perhaps his decision whether to play or continue playing. The operator of the gambling establishment can offer the incentive of a highly valuable prize and yet operate profitably because through adjustments to the machines he can control the frequency with which large winnings are awarded to players.

Amusement with prizes is distinguishable in all of these respects. The participant in a game involving skill expects to gain a reward, but does not expect instant riches or even a large reward. He simply wants to take home a teddy bear to complement his enjoyment and satisfaction of playing the game itself. The participant further expects to affect the amount of his reward by what he does in playing the game. He will continue playing only if he is able to win something for his trouble, or if he believes that by continuing to play he is improving his proficiency, so that eventually he will be able to win consistently. If the participant in a game involving skill believes that he cannot obtain a reward for his trouble (except perhaps on occasion), he will not continue to play.

The operator of an amusement business offering prizes cannot afford to offer a prize, the value of which is greatly disproportionate to the cost of playing the game. The amusements are (after all) such that the skillful participant will score and win more frequently than the novice, but the participant must in any event be constantly rewarded for his successes. The amusement business can operate profitably only if it limits the value awarded for successful play, because it cannot control the frequency with which its customers will be successful in their participation. Therefore, for bona fide amusement games that involve skill, it appears more appropriate to define criminal misconduct not in terms of whether the skill or the element of chance predominates, but in terms of the size of the reward which is made available to the successful participant.

In recent years, six states have reformed their criminal gambling prohibitions to provide an exception for amusement machines involving skill and a limited reward. Two others have enacted the exception, but only for certain types of amusement machines. Yet another two states have, through their Supreme Courts, enacted a similar exception. We believe that still other states will follow suit adopting the policy which we now invite the state of (name of the state) to consider.

Bona fide amusement involving skill is a commonly-accepted and wholesome practice. It is permissible when merchandise prizes of limited value are awarded. ▲

When in doubt don't operate

I read with interest Thomas Fricke's article "Redemption and the Law, is it Fun or Gambling." I have been a law enforcement officer specializing in the area of gambling for the past 25 years. I believe Mr. Fricke is attempting to muddy the waters on what is or is not a gambling redemption type device.

If an operator/vendor is uncertain as to the legality of a device or game he is about to purchase or introduce into an area, he should seek an opinion from the local prosecutor or police agency.

I have never known a police department or sheriff's office to refuse to examine or give a written opinion on a machine submitted to the agency for examination as to the legality of a device.

Most operators have a good sense as to what is legal to operate or not in their areas. Some take chances with gray area games with only one objective, profit.

When in doubt, don't operate it until the local law enforcement agency has approved the device.

William A. Riedthaler, Special Deputy Sheriff
Cuyahoga County Sheriff's Office, Northfield Center, Ohio

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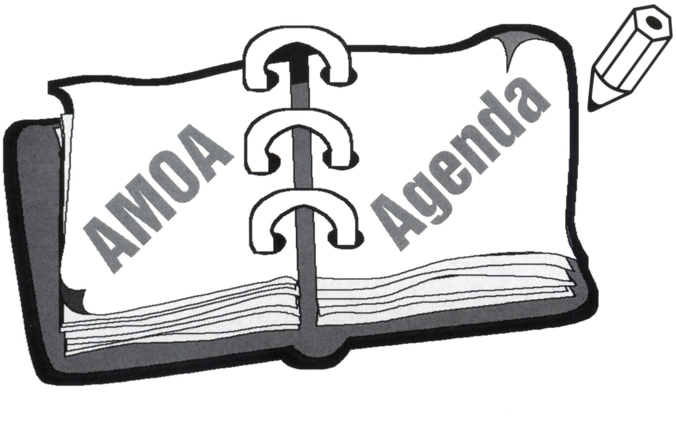
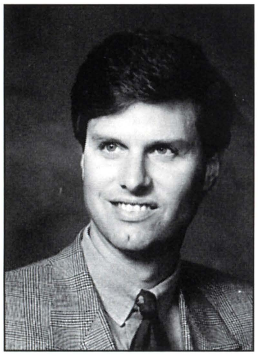


South Carolina operators support their state association



I would like to thank everyone for the great response to last month's survey. It is very interesting and in later columns I will detail some of your collective thoughts.

Last month I attended two great meetings. One was the AMOA Affiliated States meeting with all of the state executives from state associations around the country. The meeting, held in Las Vegas, was very well attended.

The other meeting I attended is what I would like to address in this month's column. From what I can tell, in the amusement industry there are 49 states and then there is South Carolina! The South Carolina Coin Operators Association meeting, which I attended, was held February 17-18.

For those of you who are not aware, coin-operated gambling machines with payouts are legal in most counties in South Carolina and have been for a very long time. A court ruling a few years back gave the gaming machines an official blessing and it has really opened the flood gates. Literally hundreds of operators all compete for the same locations. The similarities between what I do in Wichita, Kan., and what the operators in South Carolina do on a daily basis begins and ends with the fact that we both own pick-up trucks! I am envious.

South Carolina operators should not have been able to accomplish over the years what they have achieved through legislation. The forces they must contend with—the anti-gambling forces—have one simple objective: to put the South Carolina coin machine operator out of business. The fact that in 1996 South Carolina operators are still successful in surviving negative legislation, public referendums county by county, increased taxation, and a constant onslaught by anti-gambling forces is a credit to their association and the dedication to their grass roots efforts.

"They all go and call on each others accounts, but they still work together as an association."

Every state association should strive to be as strong and dedicated to promoting their issues as the operators in South Carolina. They support their association financially as well. I would be surprised if there was any state in the country that has the annual budget that S.C.C.O.A. has.

I arrived at the state show on Friday night, just in time for the third quarter of activities in the hospitality suite at the hotel where the convention was held. The party was in full swing and the stories were flying. When I found out that I was addressing these same members at 8:30 the next morning during the business meeting, naturally I assumed that the party would be over by then, but that no one would get up that early to hear me, or for any meeting for that matter. Someone surely had made a scheduling error!

Surprise! Over 100 operators showed up for the standing room only meeting by 8:30 sharp, on a SATURDAY morning for their general business meeting. My speech was uneventful, but listening to their government relations report from their two lobbyists (one was a Democrat and one a Republican so as not to neglect anyone) was enlightening.

These operators have a mammoth

Randy Chilton
AMOA President

> **"From what I can tell, in the amusement industry there are 49 states and then there is South Carolina!"**

task to maintain their current methods of operating, but they are a well-organized, well funded, and totally dedicated group of operators. They tend to take this for granted since it has always been this way in South Carolina. However, as I travel around the country and meet some great people and great associations, none have impressed me more with their organization than the S.C.C.O.A.

Keep in mind that when these operators leave their meetings, they all go and call on each others accounts, but they still work together as an association.

> **"South Carolina operators should not have been able to accomplish over the years what they have achieved through legislation."**

The convention must have been attended by over 300 people. And it was crowded all day. The exhibit floor was full of various gaming machines, a few videos, darts, and I even saw a jukebox. The current rage in South Carolina is coin-operated blackjack machines with multiple player stations. At least 10 manufacturers showed their version of video blackjack games.

Regardless of your position on gaming machines, you have to be impressed with what a group of operators can accomplish when they put their minds to it. I was. They may lose their gaming in the future, but it won't be without one heck of a fight. ▲

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Merit World Series gets started with two events

From left: Pro Singles winner Eric Francisco, Chuck West of Merit, and second place finisher Walter Spach in Jacksonville.

At the Jacksonville Classic, (l-r): Darren Capotosto of Merit, Women's Singles runner-up Debbie Shutt, first place finisher Meradith McGee, and Scott Dougherty of Merit.

Merit Industries' World Series of Darts kicked off the 1996 tournament year in Florida with the Jacksonville Classic and followed that event with the Indy Classic, held in Indianapolis, Ind., over the Super Bowl weekend.

More than 500 players converged on the Florida competition at the Ramada Hotel to go head-to-head on the company's *Scorpion 9000* machine. Professional most valuable player honors went to veteran Walter Spach, and league honors were bestowed on Bob Hargitt. Taking the title of Woman MVP was, once again, Meradith McGee. Merit extended thanks to Top Flight Industries for co-sponsoring the event.

In Indianapolis, 1,500 players showed up to compete for $15,000 in prize money, surpassing last year's record-breaking event. Indy Amusements co-sponsored the event, and everybody did a bang-up job—from Bill Smythe on down—in staging the tournament.

The Pro MVP award went to Larry Butler, and the league award was presented to Tracy Sheppard. Local favorite Roxanne Spears was named the Woman MVP.

Merit credited an enhanced World Series of Darts to this year's sponsorship by Laramie Screen Printing, which helped provide monogrammed dart apparel and accessories. For more information on the World Series of Darts, contact Bob Wiles or Tom Horne at (215) 639-4700.

Here's a look at the complete results from both events:

JACKSONVILLE

Draw Doubles: 1st—Scott Sal of Orlando and Walter Spach of New Port Richey; 2nd—Derrick Anders and Chuck McClendon, both of Jacksonville; 3rd—Jack Womack and Dave Wilkinson, both of Jacksonville.

Women's Doubles: 1st—Jennifer Nadiak and Meradith McGee, both of Orlando; 2nd—Alice Lott and Heather Bennet, both of Largo; 3rd—Liz Bean and Stephanie Ferguson, both of Jacksonville.

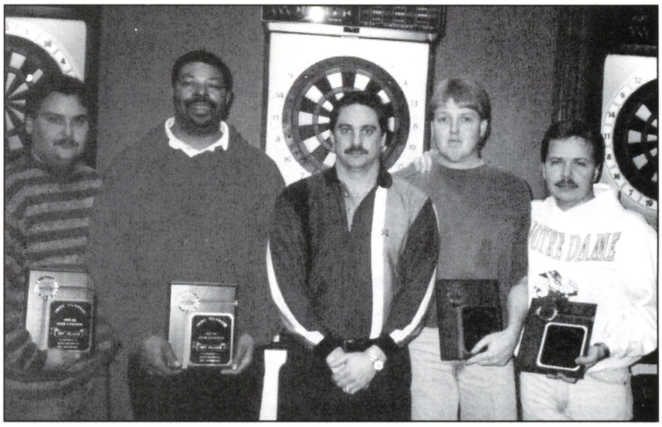
Open 4-Person: 1st—Mark Absher, Larry Schramm, Nick Kielman, and Bradley Requet, all of Jacksonville; 2nd—Billy Nesbitt of Jacksonville, Kenny Doyle of Orlando, A.W. Aguilar of Clermont, and Jeff Jones of Deland; 3rd—Henry Esposito, T.J. May, Scott Sal, and Travis Hurd, all of Orlando.

League Singles: 1st—Mike Sansoucie of Green Acres; 2nd—Bob Hargitt of Orlando; 3rd—Dave Gross of Jacksonville.

Pro Singles: 1st—Eric Francisco of Orlando; 2nd—Walter Spach of New Port Richey; 3rd—T.J. May of Orlando.

Mixed Triples: 1st—Patty Arden of Orlando, Walter Spach of New Port Richey, and Gary Mawson of St. Catherine's, Ontario; 2nd—Meradith McGee of Orlando, A.W. Aguilar of Clermont, and Eric Fran-

Merit's Scott Dougherty with Women's Doubles winners Roxanne Spears (l) and Mia Gutierrez in Indianapolis.



Winners in the 4-Person competition with Bill Smythe (c) of Indy Amusements, (l-r): Chris Horton, Ed Khelseau, Doug Griffiths, and Steve Ruff.

ciso of Orlando; 3rd–The team A Dog & A Cat including Heather Bennet of Largo.

League Doubles: 1st–T.J. May and Scott Sal, both of Orlando; 2nd–Victor Mills and Neil Ramos, both of Orlando; 3rd–Larry Clark and Neil Ramos, both of Orlando.

Pro Doubles: 1st–Walter Spach of New Port Richey and A.W. Aguilar of Clermont; 2nd–Glenn Silva of Palm Bay and Mike Sansoucie of Green Acres; 3rd–Mark Absher and Chris Sams, both of Jacksonville.

Women's Singles: 1st–Meradith McGee of Orlando; 2nd–Debbie Shutt of Orlando; 3rd–Michelle Eason of Raleigh, N.C.

INDIANAPOLIS

Draw Doubles: 1st–Larry Butler of Dayton, Ohio, and Rich Owens of Benton Harbor, Mich.; 2nd–Scott Markle of Muncie and Randy Harringer of South Bend; 3rd–Weston Finks of Marissa, Ill., and Ralph Curtis of Terre Haute.

Women's Doubles: 1st–Roxanne Spears of Greenwood and Mia Gutierrez of Indianapolis; 2nd–Ruth Kenny and Carol Schaeffner, both of Cincinnati, Ohio; 3rd–Mary Thatcher and Terry Murray, both of South Bend.

Open 4-Person: 1st–Doug Griffith of Greenville, and Steve Ruff, Chris Horton, and Ed Khelseau, all of Indianapolis; 2nd–Tom Brooks, George Ordel, Jim Ratliffe, and Bruce Wagner, all of Indianapolis; 3rd–Jim Damore of Crystal Lake, Ill., Bob Adamson of Warrensville, Ill., Larry Butler of Dayton, Ohio, and Jerry Umberger of Schuykill Haven, Pa.

League Singles: 1st–Terry Sims of Cincinnati, Ohio; 2nd–Tracy Sheppard of New Bremen, Ohio; 3rd–John Naas of Bloomington.

Pro Singles: 1st–Larry Butler of Dayton, Ohio; 2nd–Pat Hewitt of St. Petersburg, Fla.; 3rd–Dan Lauby of Terre Haute.

Mixed Triples: 1st–Hla Tlou of Blacksburg, Va., and G.R. Verner and Tim Frizzell, both of Pittsburgh, Pa.; 2nd–Roxanne Spears of Greenwood and Terry Brown and Jay McClelland, both of Indianapolis; 3rd–Mia Gutierrez of Indianapolis and Randy Harringer and Randy Young, both of South Bend.

League Doubles: 1st–Dan Lauby of Terre Haute and Jerry Van Loan of Kingston; 2nd–Tim Stegman and Mike Frank, both of St. Louis; 3rd–Tony Smith and Ricky Lowe, both of Indianapolis.

Pro Doubles: 1st–Terry Brown and Jay McClelland, both of Indianapolis; 2nd–G.R. Verner and Tim Frizzell, both of Pittsburgh, Pa.; 3rd–Jerry Mueller of Hometown, Ill., and Jim Ross of Bridgeview, Ill.

Women's Singles: 1st–Kathy Schafer of Dayton, Ohio; 2nd–Carol Merriman of Indianapolis; 3rd–Wendy Vogel of Indianapolis. ▲

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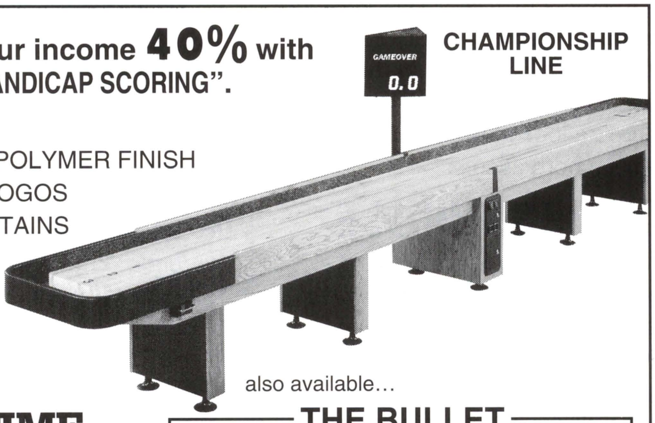

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BullShooter tour hits three cities

Not even the infamous East Coast blizzard of 1996 was able to stop Arachnid's BullShooter dart tour, which faced inclement weather in Raleigh, N.C., before moving on to Hartford, Conn., and St. Louis, Mo.

Arachnid's A-Team faced an extended stay in Raleigh because of the snows, and even as the worst weather descended on the area more than 200 shooters settled down to compete for prizes and a spot in the BullShooter finals. The event was co-sponsored by Operator's Distributing Co. and Player's Choice Darts, and the players' dedication prompted the A-Team to run a multitude of pick-up events and Luck Of The Draws. Special thanks also went out to Steve Henderson of Operator's Distributing and Tony Maynor of Player's Choice for their help and contributions.

In Hartford, players from across the state, as well as New Hampshire, New York, Pennsylvania, and Vermont, showed up to put their skills to the test. The competition, sponsored by Arachnid and co-sponsored by Betson Enterprises, was tough, and no one or two players seemed to dominate the event.

The Adams Mark Hotel in St. Louis, Mo., was the site for the Missouri BullShooter qualifier, sponsored by Arachnid and co-sponsored by J & J Distributors Inc. Players came from Illinois, Iowa, Kansas, Nebraska, Ohio, Tennessee, and Oklahoma, in addition to Missouri.

All players that finish first, second, or third in qualifying events are eligible to play in the BullShooter Finals, held over the Memorial Day weekend, May 24-27, in Chicago, Ill. More than $100,000 will be up for grabs at the finals. For more information on the BullShooter Tour, call (800) 435-8319.

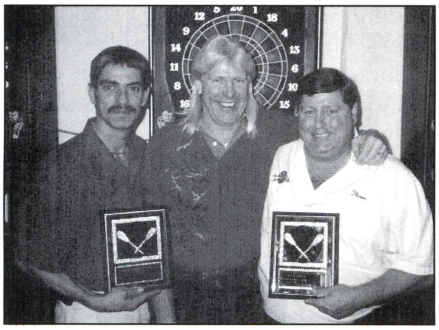
Here's a look at full results from each of the three events:

NORTH CAROLINA

Women's Doubles: 1st—Brenda Bramlett and Rebecca Filion, both of Warner Robins, Ga.; 2nd—Jan Adams of Apex and Debbie Stancil of Gainer; 3rd—Michelle Eason and Ginger Rivenbark, both of Raleigh.

Men's Doubles: 1st—Shane Denton of Wake Forest and Jeff Lane of Raleigh; 2nd—Allen Smith of Wake Forest and Gerald Ray of Rolesville; 3rd—Philip Maxwell of Louisburg and John Toth of Raleigh.

Cricket Doubles: 1st—Doug Dimichel of Clearwater, Fla., and



Doug Dimichel (l) and Thom Johnson (r), who won the Cricket Doubles in Raleigh, enjoy the moment with the A-Team's Carl Parsley.

TOP GUN CHALLENGE
2

John Moorehead (l) and Jim Lawlor with the A-Team's Kim in Hartford.

Women's Doubles winner Brenda Bramlett (l) and Rebecca Filion with Arachnid president Bill Ward in Raleigh.

Sean Moran took the Pro Singles competition in Hartford.

Terry Bane (l) and Richy Brunner (r) celebrate their Cricket Doubles victory in St. Louis with the A-Team's Carl Parsley.

Pro Singles winner Bill Gay with Carl Parsley of the A-Team in St. Louis.

Thom Johnson of Largo, Fla.; 2nd–Darryell Strickland and Darron Strickland, both of Opelika, Ala.; 3rd–Philip Maxwell of Louisburg and John Toth of Raleigh.

Mixed Triples: 1st–Steve Farrell, Sean Force, and Mary Holliman, all of Columbus, Ga.; 2nd–Dawn Von Mendenhall of Columbus, Ga., and Darryell Strickland and Darron Strickland, both of Opelika, Ala.; 3rd–Donna Bland of Raleigh, Philip Maxwell of Lewisburg, and John Toth of Raleigh.

Women's Singles: 1st–Ruth Boone of Elsmere, Ky.; 2nd–Mary Holliman of Columbus, Ga.; 3rd–Billie Jean Lane of Raleigh.

Men's Singles: 1st–Sean Force of Columbus, Ga.; 2nd–Gary Long of Warner Robins, Ga.; 3rd–Philip Maxwell of Louisburg.

Pro Singles: 1st–Thom Johnson of Largo, Fla.; 2nd–Doug Dimichel of Clearwater, Fla.; 3rd–W. Crawford of Sumter, S.C.

Mixed Doubles Cricket: 1st–Mike Hall of Knightdale and Angel Gaffey of Raleigh; 2nd–Thom Johnson of Largo, Fla., and Alice Lott of Louisburg; 3rd–Gary Long and Brenda Bramlett, both of Warner Robins, Ga.

CONNECTICUT

Women's Doubles: 1st–Maria Fricker of Hatfield, Pa., and Fran Ginder of Lansdale, Pa.; 2nd–Audrey Winiarski of New Milford and Connie Foran of Barre, Vt.; 3rd–Carolyn Mars of Springfield, Mass., and Michelle Rush of Lansdale, Pa.

Men's Doubles: 1st–John Moorehead of Yorkville, N.Y., and Jim Lawlor of Watertown, N.Y.; 2nd–Charlie Macunas of Higganum and Ray Quimette of Ashford; 3rd–Gordon Tully of Franklin, N.H., and Dana Buxton of Louden, N.H.

Mixed Triples: 1st–Russ Ham of New Durham, N.H., Sandy Levesque of Limerick, Maine, and Thurlow Brewer of Boothbay, Maine; 2nd–Connie Sroka of Allentown, Pa., William Anderson and Bill Anderson, both of Durham; 3rd–Don Leonard Jr. of Chicopee, Mass., and Carolyn Mars and Glen Ligus, both of Springfield, Mass.

Cricket Doubles: 1st–Joe Swick of Woodhaven, N.Y., and Sean Moran of Franklin Square, N.Y.; 2nd–Tom Walsh and Matt Desautelle, both of Leconia, N.H.; 3rd–Ray Quimette of Ashford and Charlie Macunas of Higganun.

Women's Singles: 1st–Sue Setsky of Manchester; 2nd–Linda McMahon of N. Clarendon, Vt.; 3rd–Fran Ginder of Lansdale, Pa.

Men's Singles: 1st–Dana Buxton of Louden, N.H.; 2nd–Rick Stock of Henfeild; 3rd–Rick Oakes of Naugatuck.

Pro Singles: 1st–Sean Moran of Franklin Square, N.Y.; 2nd–Ray Quimette of Ashford; 3rd–Jim Lawlor of Watertown, N.Y.

Mixed Doubles Cricket: 1st–Carolyn Mars and Glen Ligus, both of Springfield, Mass.; 2nd–Connie Sroka of Allentown, Pa., and Charlie Macunas of Higganum; 3rd–Fran Ginder of Lansdale, Pa., and Mike Bermier of Barre, Vt.

MISSOURI

Women's Doubles: 1st–Mary Lynn Jegen of Leavenworth, Kan., and Nancy Mashburn of Partville; 2nd–Lenore Ontis and Darlene Geilhausen, both of Alton, Ill.; 3rd–Laura Rendeczky of Springfield, Ill., and Tammy Turner of Bloomington, Ill.

Men's Doubles: 1st–Henry Nelson of Danbers, Ill., and Todd Moore of Normal, Ill.; 2nd–Jerome Schulz of St. Louis and Ronnie Lee of Mt. Vernon, Ill.; 3rd–Terry Bane of Frayser, Tenn., and Richy Brunner of Southaven, Miss.

Mixed Triples: 1st–Jodi Karwath of Sterling, Ill., Larry Buckwalter of Rock Island, Ill., and Eric Vinger of Davenport, Iowa; 2nd–Craig Crawford of Springfield, Ill., Linda Stockman of Osage Beach, and Raymond Williams Jr. of DuQuoin, Ill.; 3rd–Kevin O'Brien of Salina, Kan., Frank Arsenault of Chapman, Kan., and Patty Irwin of Junction City, Kan.

Cricket Doubles: 1st–Richy Brunner of South Haven, Miss., and Terry Bane of Fraser, Tenn.; 2nd–Robert Barnard and Thomas DeLong, both of Rockford, Ill.; 3rd–Scott Coppejans of Bloomington, Ill., and Chris McCammon of Normal, Ill.

Women's Singles: 1st–Jennifer Wilson of Albany, Ill.; 2nd–Darlene Varnes of Council Bluffs, Iowa; 3rd–Carol Wilke of Hebron, Ill.

Pro Singles: 1st–Bill Gay of Quincy, Ill.; 2nd–Henry Nelson of Danbers, Ill.; 3rd–Terry Bane of Frayser, Tenn.

Men's Singles: 1st–Bill Dupske of Florissant; 2nd–Kenny Flannery of Alton, Ill.; 3rd–Kelly Edwards of Smithville.

Mixed Doubles Cricket: 1st–Todd Moore of Normal, Ill., and Tammy Turner of Bloomington, Ill.; 2nd–Mark Chronister of Dow, Ill., and Lenore Ontis of Alton, Ill.; 3rd–Craig Crawford of Springfield, Ill., and Donna Roberson of E. Moline, Ill. ▲

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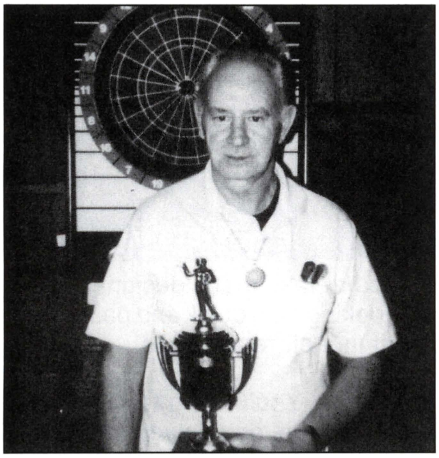
Midwest qualifies 28 for '96 VALLEY GOLD

Winners at a qualifier in Maplewood, Minn., sponsored by Dahlco Music and Vending, (l-r): Michelle Schlect, Tom Tanberg, Emma Jones, and Buck Weidell.

Beverly Goetting got a spot in the Valley Gold by winning in Plover, Wis., at an event sponsored by Stansfield Vending.



Tim Ragap picked up a spot in the final at an event in Detroit, sponsored by Don-Ed Eastside Vending.

Fourteen men and 14 women made their darting experience pay off in a slate of seven regional Valley Gold qualifier tournaments held across the Midwest. Each of the 28 now has won his or her way to the North American Championships, known as the Valley Gold, held in Las Vegas July 11-13.

Hundreds of tournaments will be held through May in almost every state, with thousands of players competing for cash, awards, and spots in the Valley Gold. Winners at the Championship will join Team USA, which will travel to Europe this fall for international competition in the Valley World Cup.

Here's a look at the midwest matchups:

IOWA

Cold weather and icy roads couldn't temper the enthusiasm of 59 men and women who turned out at Union Station in Cedar Rapids for the qualifier sponsored by Camden Amusements, also of Cedar Rapids. Cash prizes totalled $590. When it was over, Rich Lueders, Sonya Wulf, Don Harris, Deb Steffeny, Gary Dye, and Barbara Dye had earned spots in the finals.

In another Iowa qualifier, sponsored by C & N Sales of Spirit Lake, more than 70 players showed up at the Algona Country Club in Algona despite a snow storm that blanketed the area. Prizes included $1,000 in cash. Winners were: Don Trent, Joe Hogan, Lushanna Hogan, and Sherry Duey.

WISCONSIN

Beverly Goetting and Brian Duenkel achieved victories in the regional qualifier held at Doug's Pub in Plover. The event was sponsored by Stansfield Vending of LaCrosse and drew 60 darters. Goetting was a dual winner, coming out on top in the women's doubles matches as well, while Duenkel is on his way to a second appearance at the Valley Gold in three years.

Marie Mundt and Bill Whipple are also heading for the finals following their victories in a second qualifier held at Scab's Place in Prescott. The event, sponsored by W/W Novelty of Hampton, Minn., saw a thrilling finish with Whipple dueling Mike Minter in a double elimination final format. Close to 50 players participated, and $700 in prizes was on the line.

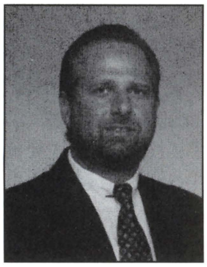
MINNESOTA

Almost 100 players assembled at the Savage V.F.W. Hall in Savage, Minn., for an event sponsored by Lucky 7 Games of Burnsville. The event was a real attraction with $5,000 in cash prizes up for grabs. Taking spots in the finals were Dave Roberts, Terry Theis, Scott Gothberg, Deb Douglas, Jennifer Brezinski, and Shawna Freese.

Another scene of anticipation occurred when Dahlco Music and Vending of St. Paul sponsored a qualifier at the Red Rooster Lounge in Maplewood that drew close to 50 players. Claiming the top prizes, and a trip to Las Vegas, were Michelle Schlect, Emma Jones, Tom Tanberg Jr., and William Weidell.

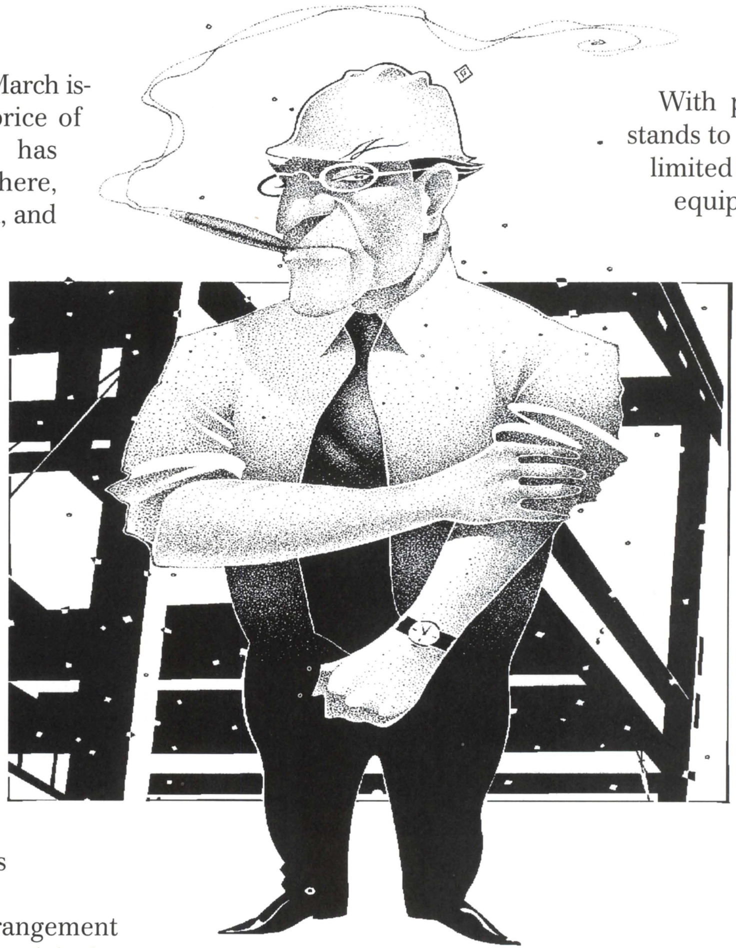
MICHIGAN

A quartet of darters secured spots in the Valley Gold as a result of victories in a qualifier tournament sponsored by Don-Ed Eastside Vending of Detroit. The event was held at the East End Pub in Detroit, and $400 in prizes was offered. Conquering the field of 60 players were Laurie Majewski, Cathy Renard, Tim Ragap, and Bob Stycznski. ▲



Changing times call for changing tactics

Prices are up, play is down, and equipment life is shorter. You can do something about this situation with creative alternatives to the traditional 50/50 split.



As I pointed out in the March issue, in recent years the price of new coin-op equipment has risen through the stratosphere, especially on video, pinball, and redemption games. And to make matters worse, video games released for commercial arcade use are now being released for home use within six months of the original arcade date.

This considerably shortens the life-span of the arcade game and shortens the window of time in which the operator can recoup his initial investment. The bottom line? Equipment prices have increased, game play has decreased, and the equipment does not last as long–not a pretty picture.

To create a win-win arrangement for both the game operator and the location owner, the time has arrived for the standard 50/50 split to be modified creatively so that both parties will remain profitable. Quite often I have heard location owners make the statement that the game operator is not giving the location the most current equipment.

This can be true for a variety of reasons. The most common one is from the game operator's perspective: while giving the location the desired equipment the operator may not be getting an adequate return on investment for many of the reasons explained last month (decrease in traffic flow, lack of marketing and promotion, new game novelty wears off).

Let's explore some potential alternatives that innovative operators and location proprietors around the country are experimenting with in order that both parties' businesses can continue to grow and flourish.

Paul Virgadamo

Changing the split

With prices at record levels, it stands to reason that operators with limited budgets will place new equipment where they will get the best rate of return. This is no different than placing your savings in the bank or in a certificate of deposit with the highest interest rate.

Simply put, where would you invest your money? In a CD earning two percent, or one earning eight percent? The answer is obvious. For the operator who must decide where to reinvest his hard-earned dollars the choice is no different.

For this reason savvy location owners are agreeing to give aggressive operators a larger percentage of the revenue generated on higher priced equipment. They realize that if they do not, the operator will not stay financially healthy which will hinder the location from obtaining the equipment it needs to maximize game revenue.

Yes, the location could change vendors, but after a while the end result would only be the same–another unprofitable operator and decreased revenue for the location. It is not uncommon for the split in some instances to be as high as 60/40 or even 70/30 in the operator's favor, especially on equipment such as video simulators where prices can easily exceed $18,000 to $20,000 per game.

Operator minimums

Another possible alternative, depending on the equipment, is for the operator to receive a designated amount of the revenue prior to dividing the remainder.

For example, if the operator minimum is $150 per week and a specific game grosses $1,000 in a week, the operator would receive the first $150. The remaining $850 would be split 50/50. Hence the location would receive $425 and the operator $575.

With a $150 weekly minimum, it seems that the operator's share would be greater than $575. But with a standard 50/50 split and no minimum, the operator would get $75 of the $150 anyway, giving him a final tally of $500.

Another creative method to increase revenue is to implement this strategy in reverse. Once again, agreed upon amounts will depend on the specific equipment involved. Consider a machine that costs $20,000. To pay for this equipment before it becomes outdated, the operator must strive to pay for it in 52 weeks or less.

One way to reach the goal is for the operator and the location to agree on a specific initial amount of gross collection to be shared equally, with the excess money going to the operator for a specific time period, perhaps until the game is paid off. Both parties could then revert back to the standard 50/50 split if the game is to remain at the location.

If the agreed upon amount was $300 per week, the location and the operator would each receive $150 of the first $300 generated per week. Thereafter the remaining revenue would go to the operator. If the $20,000 game grossed $600 per week, the location would receive $150 and the operator $450.

Sound unfair? Not really. In this case, if the game continued to earn the operator's share of $450 per week (which it will not since revenue in most cases will decline sharply with time), the operator would have received $23,400 (most likely, considerably less) at the end of the first year.

And since the operator has fixed overhead in the form of salaries, parts, vehicle costs, etc., at $23,400 he is not breaking even. On the other hand, the location owner received annual revenue of about $7,800 which is considerably more than he would have received from a typical video game that would have been lucky to earn $100 gross per week. Theoretically, on a 50/50 split that game would have earned each party $2,600 per year.

These figures also do not take into consideration the increased customer traffic and subsequent spending at all of the location's other profit centers that can be credited to the addition of attraction-type pieces.

Location minimums

If you are a location owner you might be wondering, "OK, if I enter into an agreement like one of these with my operator, what is to prevent him from not putting in higher earning pieces and continuing to give me average or below average games?"

The question is a good one, but the answer is even better. If you are a business person who hopefully keeps accurate financial records of prior earnings, tell your operator that you will modify your agreement. In return you will expect a minimum annual financial guarantee in writing based on a specified increase to your bottom line over the prior year's game earnings.

If that minimum is not met, the difference will be paid to you at the year's end. In this way everyone wins—the location, operator, and most importantly the customer. Without the customer no modifications would be necessary in the first place!

Of course these are only a few possibilities of location split alternatives. If any readers are doing something equally creative I would like to hear about it. Contact me at Southeast Amusement & Vending Corp. in Tampa, Fla., (800) 393-8363. ▲

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Polygon technology raises video game expectations

Ground-breaking games that used polygon technology have upped the ante on the expected visuals in current simulators, with roughly two-thirds or more of all releases employing this capability. This month's games illustrate the trend.

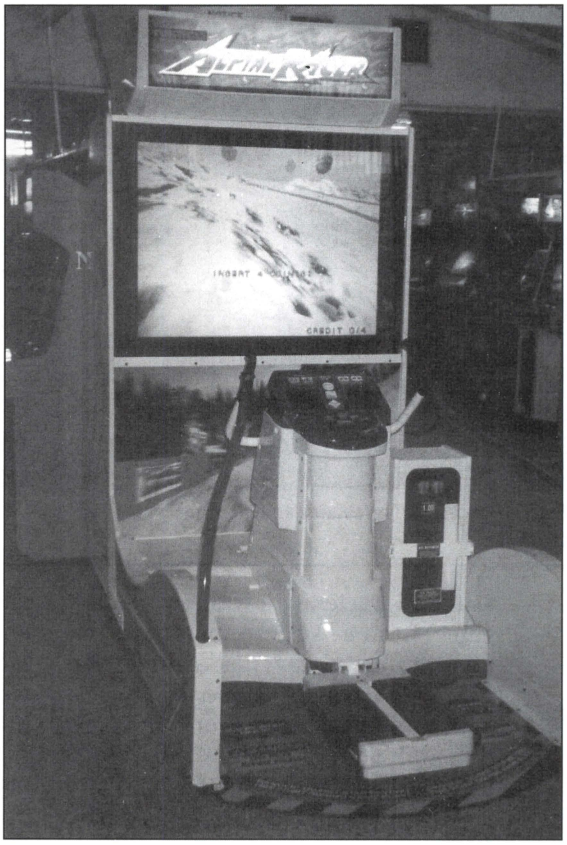
Most of the polygon games in the past tended to have themes that facilitated the use of 3-D scenes, such as aircraft and driving simulators. Now shooting games, fighting-themed games, and even skiing games employ texture-mapped graphics over rapidly-forming polygons.

Most of the consistently top-earning games use this superior technology. Perhaps their popularity stems from the realism of 3-D or because these games offer a new experience each time they are played. Either way, players are delighted with the game action and graphics.

Alpine Racer/Namco

Theme: In the relatively untouched genre of skiing simulators comes Namco's latest polygon effort, and does it deliver! Voted best new equipment at AMOA Expo '95, *Alpine Racer* allows players to actually step on ski-like platforms and negotiate one of several downhill courses.

Choices include a speed race against opponents for first place, or the more difficult gate racing that requires a lot of player movement. A few difficulty settings change the slope's number of obstacles, turns, and opposing skiers, as well as weather conditions. The goal is simple: complete the course in the allotted time ahead of the opponents or successfully navigate the flags.



Obstacles, turns, and weather conditions can change in Namco's *Alpine Racer*.

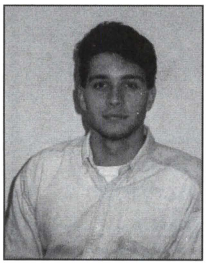
Graphics: No written description can do this aspect justice. The huge 50-inch monitor displays all the characteristics and conditions of several mountain slopes so smooth that it is difficult to imagine that polygon shapes create it.

An icy and snowy texture has been mapped out on the ground, on cliff faces, in trees, and on ski lodges passed during the course. Other surfaces include deep green pine trees, rocky cliffs, flowing flags and checkpoint banners, and the shiny look of skiers' suits.

A breathtaking digitized mountain range can be seen in the distant background, and fences have been erected to keep players on course. Perhaps the most amazing visual aspect is the varying weather conditions experienced in more difficult rounds. The sky becomes hazy and snow pelts the screen, reducing visibility.

What I find most significant is the believable open space, just like real skiing when you are at the highest point in your immediate surroundings. By properly using a visual perspective, game creators have formed a convincing, open, and natural environment.

Controls: This large simulator features an upright monitor cabinet facing a panel connected to a pivoting platform with supporting ski poles on the side. Body movement is the only control as players tilt to avoid obstacles and stay on course, as well as edge the platform slightly for quicker turns. A view change button is included to choose first-person viewing as if there on the course, or third-person perspective to see yourself react to platform movements.



Greg Reeves

Game Play: The first player option is the choice of game mode (speed racing or gate navigating). Each mode has three variable difficulty settings which alter the length and shape of the course, as well as the number of trees or wall obstacles.

Once underway, a time clock counts down and can be extended when passing through checkpoint gates. Some curves may be too sharp for players, resulting in the skier rumbling over gates, through tree groves, or into cliff walls. The feel of the snow course is very true; players can adjust right away to the skiing difficulty. As the course nears completion, the player is treated to a final steep slope, at the end of which ends at a crowd scene and a ski resort.

Overall: *Alpine Racer* transcends the simulator theme and seems more like an amusement park ride experience. Anyone can play due to the simplicity of the controls and the fun factor, although it is still challenging for professional skiers. The game is rather large and may not fit some locations, but it seems perfect for family fun centers.

Fighting Vipers/Sega

Theme: Sega's follow-up to *Virtua Fighter 2* happens to be one of my favorite games, mostly due to the unusual nature of the characters: eight unlikely fighters such as a guitar-wielding rocker, fashion diva, and skateboarder. They engage in a standard battle within another cool addition to the game: caged arenas.

The boundary obstacles open up many possibilities during combat such as wall-slamming or springboarding. Various locations as strange as the characters are witnessed in the game, from a Western theme park to an aircraft runway. Just as in *Virtua Fighter,* players use standard attacks, special moves, throws, and holds to defeat the opponent in a two-out-of-three wins the match.

Sega's *Fighting Vipers* features armor gauges for the eight cool characters.

Graphics: Not unlike Sega's past polygon fighters or Namco's *Tekken* series, *Fighting Vipers* has mapped texture to produce reflective surfaces, metal, rock, concrete, and the like to enhance environment believability.

The amazing results are backgrounds that are as active as the fighting taking place. One arena is located off a highway at night where trucks drive by momentarily illuminating the fighters. Another more impressive display occurs on an airport runway as jumbo jets take off just shy of the battle arena.

Warriors are dressed according to their specialties, whether it be the wrestler's tights or the rollerskater's pads and helmet, but all have armor that can be removed by force. The graphics capability is perfect for the game, as the camera zooms and circles the combatants, occasionally replaying a forceful attack.

Controls: Along with the joystick are three buttons for punch, kick, and defense. In combination, characters can grab and throw, slam, or energize certain moves for more devastating results.

Game Play: The player will notice an armor gauge for his character which displays protected and vulnerable areas after each attack. He can defend accordingly, whether it be high head shots, medium body hits, or low sweep attacks.

As armor is knocked off, attacks accrue higher amounts of damage. Thirty seconds are given to knock out the opponent or to remain with higher life gauge readings. During that time various special moves can be used, including when the enemy is downed. The player can even reduce his character's damage by pressing all three buttons simultaneously when in the air, causing an upright landing rather than a fall.

There are no finishing moves at the end of the match, but if the opponent's armor is non-existent, and the attack is formidable, the enemy crashes through the opposite fence and is buried under steel poles.

Overall: *Fighting Vipers* takes all that is *Virtua Fighter 2* and improves on it with better speed, character fea-

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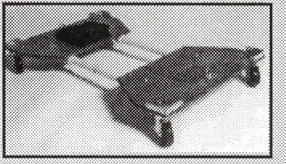

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tures, and cooler moves. Another plus is that it is not yet available on next-generation home systems like *VF2* and *Tekken.*

Air Combat 22/Namco

Theme: Namco's second simulator takes a more common theme—that of aerial military dogfights—and applies the 3-D environment of polygons to perfectly duplicate various fighter jet missions. By flying one of three aircraft, the player chases and shoots down enemy jets and transports in various high altitude settings or close ground sorties.

A time limit is given for each round and requires a certain number of kills before it expires. If successful, the pilot continues through several more missions until reaching an ending.

Graphics: *Air Combat 22*'s System 22 improves upon its prequel by adding texture-mapped scenery rather than plain polygon shapes. Un-

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like the bland colors and oneness of previous textures, now mountains look rocky and clouds seem hazy.

Characteristic details inhabit all of the environments traversed, from forests to mountain ranges to oceans. And since the player has unidirectional freedom, it's obvious that much work went into sculpting this cyberworld. The multiview feature allows three perspectives for the pilot: cockpit, behind the craft, and above the craft for a widespread view. A radar map is also on the screen to warn players of nearby aircraft and targets, and a jet status readout displays the number of missiles remaining or damage inflicted on the plane.

Deserving of special note: the cinematic attract mode that portrays numerous military activities, low flying attacks, and spectacular dogfights, all seen from the rotating views of the camera.

Controls: The game's cabinet has been molded to mimic the cockpit of fighter aircraft, with numerous instruments and readouts (all of which are not actually used). The only usable controls include a flight stick for the pilot's right hand and a speed throttle for the left. The stick controls the jet's flight and the trigger fires a double machine gun spray.

A thumb button on the top of the stick fires computer-controlled missiles at locked targets. The throttle slows the plane or quickens the chase as needed. The big 50-inch monitor perfectly suits the nature of the game.

Game Play: First off, one of three high-speed craft can be chosen with maneuverability different from each other. To relax its intimidating appearance, *Air Combat 22*'s difficulty modes include a Cadet setting with instruction prompts that explain all aspects of the game as they are encountered. The other modes are Topgun and Dogfight, which increase in difficulty respectively.

Each mode has eight or so minimissions that require the player to shoot down a given number of enemy craft within the given time frame. Every few rounds a bonus stage is offered, among which are an aircraft carrier landing, midair refueling, and a ground base landing. Each calls for steady handling to complete and adds bonus points to the score.

After dueling in high altitude environs, missions continue in low valleys and along mountain ranges until reaching the anti-aircraft carrier floating offshore. If completed, the game customizes an ending to fit the player's rank. The expert Dogfight stage differs in that missions aren't completed; instead the player tries to score as many kills as possible in the given time.

Overall: The improvements made to this sequel set it apart from its predecessor and moves it into its own category. Air Force pilots would feel at home with this simulator. Once again the cabinet is large and may not be suitable for some game rooms, but as a simulator it is definitive and should be placed accordingly.

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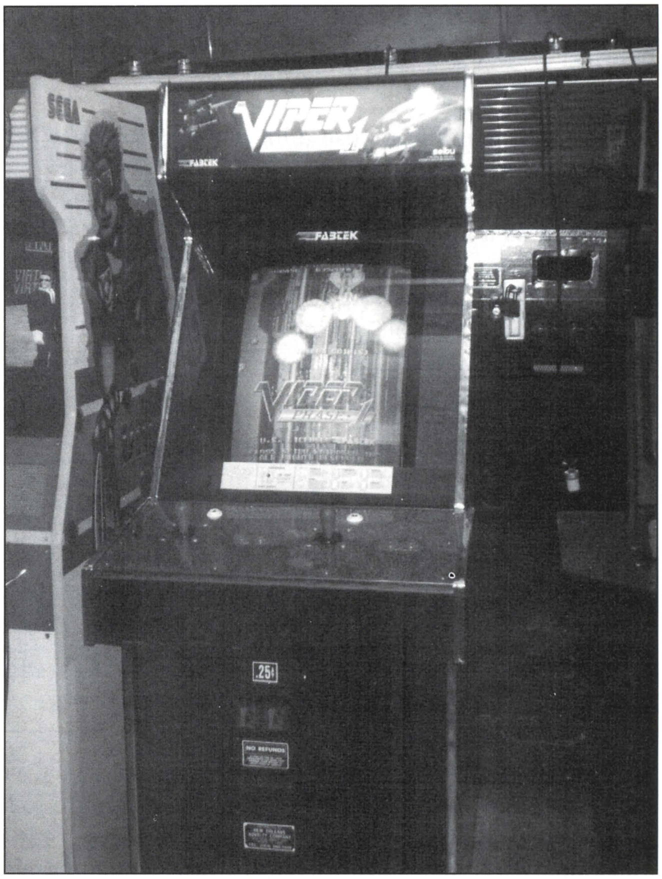
Viper Phase 1/Fabtek

Theme: At last a sequel to the *Raiden* series. Once a common and profitable game format, *Viper Phase 1* brings back the overhead view vertical scrolling shoot 'em up, this time characterized by enormous weapon power-ups and furious action. This time out one or two players control futuristic one-man gunships that traverse the surfaces of orbiting space platforms and Death Star-like gun trenches.

namco
AIR COMBAT 22
NO STEP
AIR COMBAT 22

If completed, Namco's *Air Combat 22* customizes an ending to fit the player's rank.



Fabtek's *Viper Phase 1* brings back the overhead vertical-scrolling shoot 'em up.

The game is divided into several levels, each culminating in a boss encounter. Collecting weapons and destroying as many targets as possible remains the simple yet fun objectives.

Graphics: Visuals do not differ much from *Raiden* games or the similar *Aero Fighters*. The always scrolling terrain is surprisingly detailed and constantly changing, marked only by cannon embankments, roving tanks, and shielded bunkers hiding power-ups or extra points. The most interesting sights are still the large airships that are always transforming.

The nuclear bomb explosions are brilliant, as well as the continually improving gunshot effects when the screen becomes a bright frenzy of gunfire. Though simple, with graphics technology now considered antique, *Viper Phase 1*'s game play is proven compelling and the visuals suit it fine.

Controls: The simplest control panel adorns this kit: a multidirectional joystick combined with a fire button and bomb button.

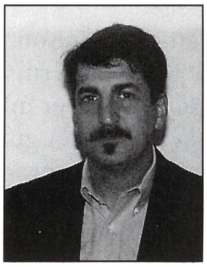
Game Play: The scrolling scenery proves addictive and urges the player to strive for more distance. As the terrain moves by, gun turrets rotate to get a bead on the player's craft as fighter waves attack in unison.

Occasionally a large cruiser appears and bestows a power-up when destroyed. Laser or bullet guns can be acquired, as each power icon increases their destructive capability. A widespray icon improves the lateral range of the ship's weapons, and the napalm sprite allows a larger explosion on impact.

Extra bombs can be collected for the larger enemies, as well as missiles for numerous impacts. A final transforming vehicle inhabits the last area of each level and requires a lot of successful hits.

Overall: *Viper Phase 1* has its own niche of fans and can be played by anyone due to the simplicity of the controls and the lack of graphic violence. It tends to be a good small location piece. ▲

Randy Fromm



Electrolytic capacitors and video game monitors

There are many things that can go wrong on a video game, but nothing seems as bad as when the monitor is on the blink. Here Randy gives you some helpful hints on fixing just about any monitor problem.

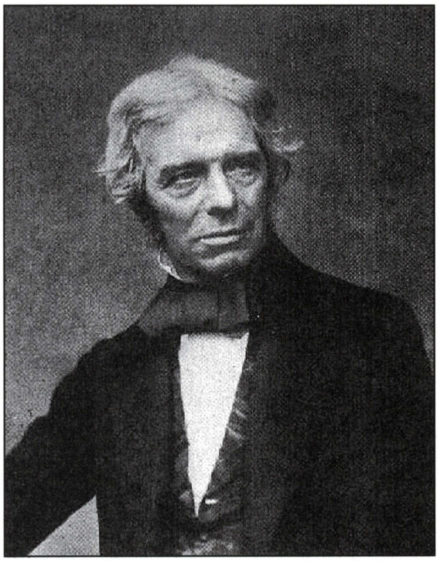
Video game monitors use a lot of electrolytic capacitors. When a monitor is new, capacitor failure is very unlikely. But as a monitor ages bad capacitors become one of the most likely monitor failures. Repairing an older monitor is often a simple matter of replacing one or more bad capacitors.

History

Early electrolytic capacitors were first developed and manufactured in Germany around 100 years ago. These were "wet" types which used a liquid electrolyte much as today's automobile batteries do. Naturally, these capacitors had to be mounted vertically to prevent the electrolyte from spilling all over the place. The "dry" electrolytic capacitor first appeared around 1928, making it possible to mount the capacitor on its side or even upside down.

Today's electrolytic capacitors are made of paper and a couple of strips of aluminum foil. On one of the foil strips, a very thin film of aluminum oxide is created through an electrochemical process. The foil strip becomes the positive lead or "anode" while the aluminum oxide forms an insulating boundary know as the "dielectric" of the capacitor. The second strip of aluminum is used as the negative lead or "cathode" connection.

But placing the cathode foil directly against the thin dielectric would puncture it, causing a short circuit. Instead, a system of paper spacers is employed to separate the foils. This paper is soaked in a highly conductive electrolyte solution (hence the name "electrolytic" capacitor). This assures intimate contact with the dielectric and the cathode foil. In fact, the cathode foil serves only as the electrical connection to the electrolyte-soaked paper which is actually the true cathode of the capacitor.



Michael Faraday

It's easiest to think of the electrolytic capacitor as a rechargeable battery; a very short-term rechargeable battery that can be charged very quickly (in a fraction of a second). It will also discharge just as quickly when the circuit requires it to do so.

Like a battery, most electrolytic capacitors are "polarized." That is, they have a positive terminal and a negative terminal. The negative lead is marked on the side of the case. Additionally, on capacitors with radial leads (where the two leads come out the bottom of the capacitor) the positive lead is usually the longer of the two. If you inadvertently install one backwards, it will probably blow up like a firecracker! Most modern electrolytic capacitors have a safety vent that will open up to release the excess pressure should this occur. The vent is simply a scored area on the top of the aluminum case that allows the case to break open instead of shooting off like a missile.

Capacitor ratings

Capacitors have two basic ratings. One is their capacitance. The unit of capacitance is the "microfarad." The more microfarads a capacitor has the more of a charge it will store.

As a matter of fact, the unit of capacitance is the "farad," named for Michael Faraday, an electronics pioneer who worked on theories of electromagnetic induction and power generation. But even a single farad would be much more capacitance than we require for any of our applications. A microfarad is actually one millionth of a farad!

The second rating for capacitors is the voltage rating. The voltage rating of a capacitor indicates the maximum amount of voltage that the capacitor can tolerate without being damaged. When you replace a capacitor, you can always use a replacement with the same or higher voltage rating. For example, if you remove a 16 volt capacitor, you may use a 25 volt capacitor as a replacement. You can even use a 250 volt capacitor, although the higher voltage caps will be more expensive and may be larger in size than the original.

Capacitors can also be connected in parallel to increase capacitance. When capacitors are connected in a parallel circuit, their capacitance is added together. If, for example, you needed a 330 microfarad capacitor, you could parallel a 220 microfarad with a 100 microfarad. This would give you a total of 320 microfarads.

Since electrolytic capacitors have a fairly wide tolerance, this will give you a good approximation of the 330 microfarad capacitor you need. When capacitors are connected in parallel, their voltage rating is unaffected. If, in the above example, the voltage rating of the 330 microfarad capacitor was 25 volts, both the 100 microfarad and the 220 microfarad capacitors would have to be rated at a minimum of 25 volts.

Although today's electrolytic capacitors follow the same basic design as the earliest units, the past 10 years have brought about many improvements. Have you noticed how capacitors have gotten a lot smaller lately? It's really pretty amazing. Modern electrolytic capacitors can pack a lot more capacitance in smaller packages due to improved etching techniques. Better seals have improved the life expectancy as well. Unfortunately, no capacitor seal is perfect.

Capacitor failures

Most electronic components have a practically infinite life expectancy. For example, the mean time between failures (MTBF) for a passive component like a resistor, or even active components such as diodes and transistors, can easily approach or even exceed 100,000 hours.

But electrolytic capacitors are another story. Electrolytic capacitors are virtually guaranteed to fail eventually. The main cause of this failure is that the electrolyte inside the capacitor will inevitably dry out. The result is a decrease in capacitance. For example, a 3300 microfarad capacitor will, over time, decrease in value to 2000 microfarads, then 1000 microfarads and so on. In fact, it's not unusual for an electrolytic capacitor to open circuit completely.

Typical Electrolytic Capacitors

Bad electrolytic capacitors can often be spotted just by looking at them. There are a few things to look for. The most common visual symptom of a bad electrolytic capacitor is that the plastic covering has shrunk. Look at a good capacitor. You will see that the plastic covering covers the entire edge of the top of the capacitor. In a bad capacitor, this plastic covering will often shrink, exposing the entire aluminum top of the component.

Another visual indication of a bad electrolytic capacitor is swelling at the bottom or top. The top of the capacitor should be flat. If it is "domed" at all the capacitor should be replaced. Sometimes the swelling is so bad that the safety vent on the top of the capacitor will open up!

Finally, you may see that the electrolyte itself has leaked out of the capacitor. This may look like the leaky dry cell batteries in the flashlight you just found behind the bookcase where it fell five years ago.

Testing capacitors

Just about everyone has a digital multimeter that they use for measuring voltages and checking fuses. Fortunately, most components also can be tested with a digital multimeter. Unfortunately, capacitors cannot be adequately tested with the DMM. Although many technicians claim that capacitors can be tested by using the resistance (ohms) setting of the meter and watching the resistance change as the capacitor charges, I have found this test to be extremely misleading at times. Capacitors that appear to pass the "charge" test have actually been defective.

The proper way to test capacitors is with a capacitance meter. Unlike the direct current "charge test" provided by the digital multimeter, the capacitance meter tests capacitors by passing an AC (alternating current) signal through the capacitor. The meter then measures the voltage that is dropped across the capacitor. Smaller value capacitors (those possessing less capacitance) will have a higher voltage drop than those with a greater value. Technically speaking, the meter is measuring the "capacitive reactance" or AC resistance of the capacitor under test.

Using the meter

Fortunately, using the capacitance meter is much easier than understanding how it works. All you have to do is connect the capacitor to the meter (be sure to observe the polarity) and read the display. If the displayed value is considerably less than the value that is printed on the component itself, the capacitor is bad.

Capacitors will often have a fairly wide tolerance (plus or minus 20 percent). Don't be surprised if some capacitors have a tested value that is somewhat higher than they're supposed to have. This is OK. When capacitors fail, their capacitance will test much lower than normal.

The capacitance meter can be enormously helpful when working on monitors. It takes only a minute to unsolder the two leads of the capacitor, remove it from the board (a capacitor must be removed from the circuit to test properly) and test it with the meter.

Once you have located the bad capacitor(s) in a monitor you need to obtain replacements. An excellent source for monitor replacement capacitors is Zanen Electronics. They sell monitor "get well kits" for Electrohome, Wells-Gardner, ADI and Nintendo monitors. These kits consist of virtually all the capacitors that fail in these monitors. It is often prudent to simply replace all of the caps at once. Contact Zanen Electronics, 3109 2nd St., Lubbock, Texas, (806) 793-6337.

Another source for capacitors of all types is TTI. They are the nation's largest distributor of capacitors. Contact them at (800) CALL TTI.

A product catalog on aluminum capacitors is available from Sprague Electric Co., Components group, Aluminum Capacitor Division, 9800 Kincey Ave., Suite 100, Huntersville, NC 28078; (704) 875-8070 or fax (704) 875-8541.

Capacitor failures in monitors

In monitors, electrolytic capacitor failures can cause a distorted picture, brightness problems, or even complete shutdown. Here's a list of some common monitor failures that are caused by bad capacitors:

Electrohome GO7

C511 47uf 160VDC: Causes activation of X-ray protection which in turn causes shutdown of horizontal oscillator. Monitor appears dead. Power supply voltage rises to approx 160 VDC. May also cause weird black areas to appear on the right side or top of the screen.

C905 10uf 250VDC: May cause jittery picture.

C107 10uf 250VDC (on neck board): Cannot darken screen completely with screen control.

C504 1uf 50VDC: Wiggly picture, especially toward the top of the screen. Looks as if you should be able to adjust it out with the horizontal frequency control but you can't.

C517 100uf 16VDC: Picture keystoned; sides not straight.

C518 220uf 16VDC: Picture keystoned; sides not straight.

C411 100uf 160VDC: Poor vertical deflection.

Hantarex MTC900

C25 47uf 16vdc: Jail bars

C36 22uf 35VDC: Jail bars

C83 47uf 25VDC: Jail bars

Hantarex MTC9000

C34 22uf 160VDC: May cause shutdown of monitor. May cause interference bands on screen. Common failure starting now!

Wells-Gardner K4600

C614 33uf 25vdc: Keystoned picture. Sides not straight.

C311 1000uf 35VDC: Poor vertical deflection (picture doesn't fill screen).

Wells-Gardner K4900

C702 10uf 100VDC: Picture bright on the right side and dark on the left side.

C313 100uf 160VDC: Poor vertical deflection (picture doesn't fill screen).

C507 47uf 160VDC: May cause interference bands on screen.

Nintendo (Sanyo Model 20-EZV

C407 10uf 160VDC: Causes vertical foldover. The top part of the screen is squished.

C302 1uf 50VDC: Jail bars

C467 1uf 160VDC: Jail bars

C468 330uf 25VDC: Jail bars

C469 220uf 25VDC: Jail bars

C471 10uf 160VDC: Jail bars

C472 100uf 160VDC: Jail bars

C459 100uf 16VDC: Horizontal tearing. Looks as if you should be able to adjust it out with the horizontal hold control but you can't. May cause multiple images.

C303 10uf 50VDC: Brightness too low.

Matsushita (*Pole Position*)

C455 100uf 100VDC: Poor vertical deflection. ▲

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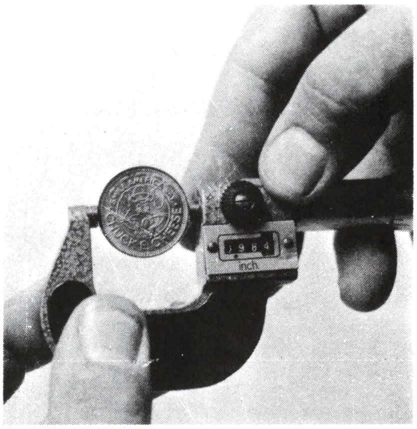

Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman & Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.
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HOFFMAN & HOFFMAN

P.O. Box 896, Carmel, CA 93921

You may have the same games as your friendly competition but that doesn't mean that they have to play the same. There are things you can offer your customers to make your games a little more attractive. Here are a few suggestions, but you are limited only by your imagination!

Make your games BETTER!

"Ticket Vic" Fortenbach

In every family fun center I check out (I make it a habit when I'm out of town) I look for the different, the out of the ordinary things that make an FEC stand out from all other FECs I have visited.

Sure, the standard FEC has a few *Skee-Ball* lanes, a crane or two, a few games that use compressed air, and of course the usual assortment of video and pinball games.

The inventiveness of the management and staff to make the games better make that FEC stand out above the FEC crowd. There are several ways to make your FEC better, little things that require little or no investment but bring big returns on customer loyalty.

One of my favorites is to set some of your *Skee-Ball* lanes for triple tickets, and of course increase the cost of the game to 50 cents or two tokens. At the location where I work we have eight *Skee-Ball*s: three of them are set for two tokens/triple tickets. The ticket percentage goes up to about 28 percent but so does your per game income.

In fact, the three alleys that are set for two tokens/triple tickets outgross the other five *Skee-Ball* alleys combined! We posted a sign, which cost less than $50, indicating which alleys are set for two tokens/triple tickets, so there is no confusion. We even updated the *Skee-Ball* program so the number of coins is displayed on the ball count. The last thing we did was to change the score display color. The standard translucent red is just that, standard.

Our three *Skee-Ball*s with the two token/triple tickets sport green, blue, and yellow colored score displays. Changing the color is easy. Any plastics distributor stocks the different colored plexi. The plastic distributor will, in most cases, cut the plexi to your specific size. We chose not to convert all of our alleys so our customers still have a choice. Take away the customer's choice and he will not be back.

We have a mix of seven pinball machines in our FEC. The oldest game was manufactured in 1989 and the newest in 1995. The oldest game is set on seven balls per game instead of the standard five. Its collection went up to $115 per week. Not bad for a game nearly seven years old! Since the game had auto replay scoring features, the replays adjusted themselves automatically. We just change the score cards. No sign was used to display the increased balls per game.

I don't believe in three-ball play for older pinball games, but for brand new ones, three-ball play is mandatory. But once the game reaches one or two years old, it's changed to five-ball play and averages about $100 per week.

Alpine Racer by Namco is the number one single player game in our FEC. By adding a small flat cabinet fan to the top of the game we have made a great game even better. The fan, which is running all of the time, blows air down toward the player giving him more of a skiing experience. Since the fan is small, the air coming out is not a blast, but a gentle cool breeze. All of our customers love it and the cashbox proves it. The game will keep its staying power all through the summer with the fan attached, since outdoor temperatures reach over 100 degrees!

These only a few of the new ideas that we've successfully tested. If you have any comments, I can be reached at VICCO Electronics, (619) 322-4000 or e-mail TICKETVIC@AOL.COM

▲

"The inventiveness of the management and staff to make the games better make that FEC stand out above the FEC crowd."

Airborne

Put on your helmet, jump into the cockpit, and roar off into the clouds with the Blue Angels with Capcom's newest pinball game, *Airborne.*

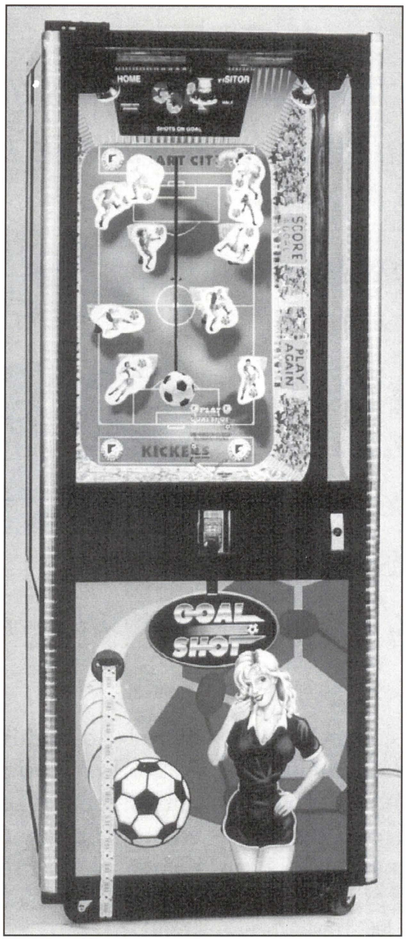
In *Airborne*, players compete in a traveling international airshow that takes place in America, France, Germany, Italy, England, and Spain. At each country's airshow, announcers prompt players to perform stunts in language native to that country. The players perform realistic stunts such as 1/2 barrel rolls, hammerhead stalls, and corkscrew spins.

Complementing the multilingual speech and music and display animation, *Airborne* features multilevel game play including three levels of ramps, a three-lane jet in the center of the top level of the playfield, an injector skill shot that punches the ball into the jet, scoop ramps in the center of the playfield, three simulation modes, a kick back lock at the bottom of the lower left ball drain lane, and Air Frenzy, a three-ball multiball.

Operating features include short circuit protection of coils and lamps, line voltage compensation, adjustable flipper power, burned-out lamp and solenoid detection, lamp warming, all-new playfield access system, dedicated switch inputs, and user-friendly diagnostics.

For more information, or distributor referral, contact Capcom Coin-Op, 3311 N. Kennicot Ave., Arlington Heights, IL 60004; (708) 797-6100; fax (708) 797-6208.

Goal Shot



Smart Industries has met its match in the sports arena with a new coin shooting game, *Goal Shot*, a fast-paced soccer game that is perfect for the international market.

The game was inspired by the newly released coin flip game *Turf Wars*, which shares the same features including Smart's patent plunger coin shooter and a moving soccer ball display. *Goal Shot* also has brilliant Halogen lighting allowing players to get a good view of the soccer playfield.

Game sound includes a voice action stereo system with real life sound bites from a soccer match. Other features include a full-size front door for easy access, a high-security T-handle lock system, high-capacity locking cash box, and a ticket dispenser. Dimensions are 31" wide x 36" deep x 78" high.

For more information, or distributor referral, contact Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317; (515) 265-9900 or (800) 553-2442; fax (515) 265-3148.

James Bond, Goldeneye

Sega Pinball presents its newest pin game, *James Bond, Goldeneye,* with 33 years of 007 popularity under its belt to ensure success.

A key feature in every Bond film is a visit to Q's lab, where the eccentric scientist dreams up the crazy gadgets that inevitably get the hero out of tight situations.

Sega's new pin could have come straight from that lab with an oscillating satellite antennas that capture pinballs, hidden ramps that pop out of the playfield, and an ingenious magnet feature located between the flippers that pulls the ball out of the clutches of a certain drain and dramatically launches it back onto the playfield.

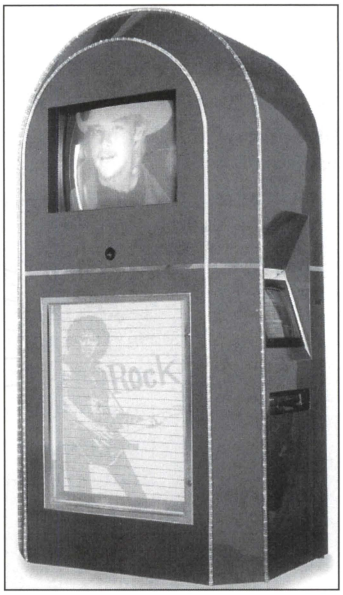
Enhancing this great layout is a set of game rules sure to get players' pulses racing. After the ball gets magnetically propelled back onto the playfield, players have five seconds to the Eject or Die target. If they hit it, they get to keep playing. If they don't, the flippers die and the ball drains.

Adding to these features is artwork done by Paul Faris in a four color process allowing for tremendous detail and unlimited color, as well as a music and sound package with custom speech done by Pierce Brosnan.

For more information, or distributor referral, contact Sega Pinball, 1990 Janice Ave., Melrose Park, IL 60160; (708) 345-7700; fax (708) 345-7718.

SEGA
GOLDENEYE 007
SEGA
GOLDENEYE
GOLDENEYE

Mediaplex 2000



Software Control Systems debuts the *Mediaplex 2000*, which the company says will offer location-based entertainment to the nightclub and bar market.

Featuring a high-tech touch screen, *Mediaplex 2000* serves as an entertainment platform incorporating a variety of audio and video options, including play list customization, a built-in camera, TV screen, and karaoke component.

The system enables operators to customize play lists and to update the lists as often as once a month with hundreds of titles from which to choose. The operator can order the unit pre-programmed with standard combinations of rock and pop, jazz, country and western, and recent hits, or can order the programming specifically tailored to the local demographics.

Initial investment includes the audio and video titles that save owners the time and expense of selecting and purchasing CDs to include in the play list. Each month operators receive a printout detailing how many times each audio and/or video title is played. Using this information, operators can reformat the play list to better serve patrons.

Additional profits can be achieved by incorporating a variety of entertainment options including a built-in video camera, 29-inch television screen, and karaoke component so consumers can videotape themselves singing along.

Cross promotional opportunities are also available through an option than dispenses coupons as selected titles are played.

In addition, the system will feature the innovative new built-in TV Picture Print option which enables users to print out a color Polaroid picture of the video and/or themselves singing. Video game options are also being explored.

For more information, or distributor referral, contact Software Control Systems Intl., Unit #250, 5711 No. 3 Road, Richmond, BC, Canada; (604) 278-7950; fax (604) 278-7953.

Cougar IQ Series

Valley Recreation Products announces the new *Cougar IQ Series* of dart machines, which are capable of managing electronic dart leagues through electronic communication options, card readers, and bar-coded player cards.

The games are also equipped with technology to allow for a wide variety of promotional programs for operators and locations and can interface Valley's new League Machine for Windows (LMS), a software systems that provides remote management of leagues. Unique to these games is that LMS makes it possible to update weekly each of the individual dart games used in a league with current rosters and handicaps.

A surprising feature of the *Cougar IQ* dart games is that the card reader models can be used as scoring stations for VNEA pool leagues.

The series is made up of three separate machines, all coming with favorite games such as Wipe-Out and WipeOut 103, the thin-webbed target, and a 14-inch VGA color monitor and three button menu selectors to provide all the necessary information and prompts. The base unit is called the Cougar IQ-Single Display.

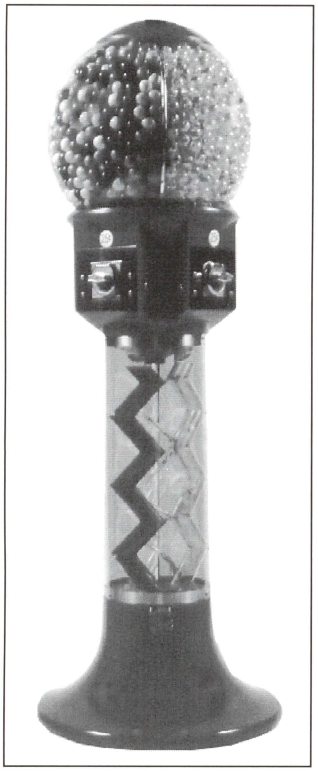
Next in the series is the *Cougar IQ-Single Display* with Card Reader that has all the base model's features plus an industry-standard card reader that reads bar codes and magnetic strips. This can be used to access league play right from the screen and keep track of each night of play results. The card reader can also serve as a promotion tool. Since it accommodates five different type of debit cards, operators can distribute contest cards to build location traffic and promote dart play in those spots.

The fully-loaded *Cougar IQ-Dual Display* with Card Reader adds an overhead scoring option for situations where spectators are a major part of the league or tournament play activities. All *Cougar IQ* machines come equipped with Intel 386 EX processors, two MB of on-game FLASH memory, and a PC 104 expansion bus for future updating and upgrading.

This technology makes it possible to program games remotely through telecommunication features or on-site with laptop computers. Game programs, league information, and promotional programs can be uploaded to the games in this way. There is also a built-in game-to-game network so that all machines in a location can share the same information when updated.

For more information, or distributor referral, contact Valley Recreation Products, 333 Morton St., P.O. Box 656, Bay City, MI 48707; (517) 892-4536; fax (517) 892-6513.

Lightning Bolt



West Coast Mfg. announces its new spiral candy vending machine, the *Lightning Bolt*, designed to bring something new and exciting to the industry.

The machine is built with sturdy steel components and FDA-approved grade Polyethylene and rotational molding fabrication.

West Coast developed the *Lightning Bolt* to address the problem of spiral vendors not being able to dispense items that are not perfectly round or broken chips of product. This also resulted in more intensive maintenance procedures.

The *Lightning Bolt* can dispense any irregular shaped items and features 3-D effects in doing so. The machine is available in single and dual vend configurations. Retrofit kits for older machines are also available.

For more information, or distributor referral, contact West Coast Mfg., 6601 Lyons Road D-2, Coconut Creek, FL 33073; (954) 725-8314 or (800) 240-5256; fax (954) 725-8414.

FP4 photo booth

Photo Vend Intl. introduces its revolutionary new photo booth model, the *FP4*, which has evolved from operator feedback generated from the company's two previous models: *Instant Memories* and *3-D* Photo Booths.

FP4 is being developed in partnership with the Polaroid Corp., and the new unit offers multiple poses per vend, producing more than one image on each picture.

The unit requires less space, is durable, operationally simple, and above all can be sold at a lower price. Other features include an attractive tubular design, easy to understand single modular operating chassis, and a four pose/single picture or single pose/single picture optical system. *FP4* weighs 200 pounds and stands 2' x 4'.

For more information, or distributor referral, contact Photo Vend Intl., 535 Canyon Woods Circle, Suite 235, San Ramon, CA 94583; (510) 328-1942; fax (510) 328-1114.

Mario Andretti

Gottlieb
Gottlieb
Gottlieb

Premier Technology has teamed up with the most well-known auto racer in the history of the sport to produce its newest Gottlieb pinball title, *Mario Andretti*.

The player takes over the cockpit to compete in races while the LED screen displays the fuel level, remaining laps, and current position. Points are awarded for first, second, and third place.

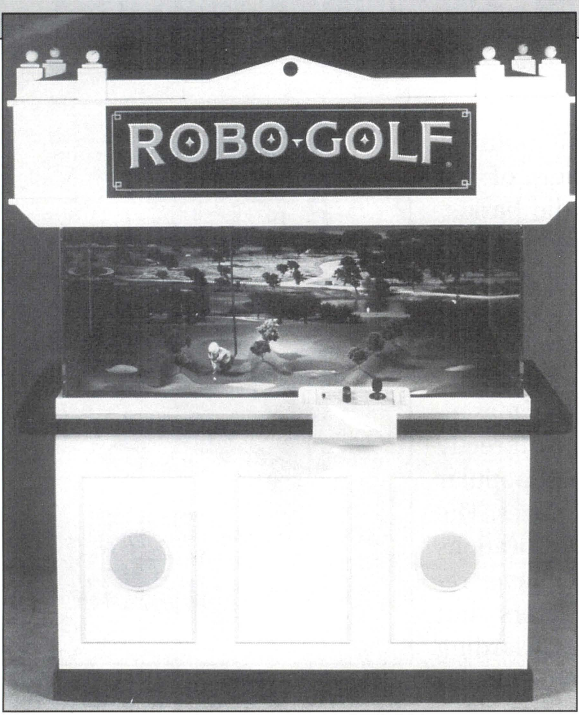
If the player's fuel runs out in the middle of a lap, he must make a pit stop before completing the race. A Spinning Car Unit automatically spins at various times during play and, when hit, advances the car one position on the track.

Mario Andretti offers fast-paced play that attracts both novice and expert players, and the operator-adjusted Guaranteed Minimum Playing Time feature makes the game novice-friendly while eliminating the need for a Novice Mode.

Players enter the four-phase multiball through play in various rounds, and as the player advances through the phases, the points are awarded for shot completion increases. Complete the fourth and final phase in multiball to shoot for Super Jackpot.

For more information, or distributor referral, contact Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; fax (708) 350-1097.

RoboGolf and One-On-One Hockey

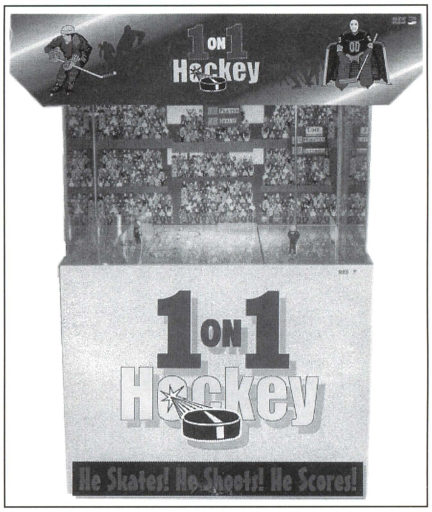


Robotic Entertainment Systems unveils two new concept games, *RoboGolf* and *One-On-One Hockey,* with industrial robotics control action figures in true-to-life sports-themed settings.

In *RoboGolf*, the player uses a three-axis joystick to command a five-inch tall golfer to move anywhere on the sculpted course which is complete with hills, trees, sandtraps, and a pond. After hitting the ball off the first tee at maximum swing force, the player moves the golfer to the next shot.

Putting on the greens requires as much skill as in real golf and gives the players as much satisfaction when the ball drops into the cup. When that happens, a new ball is presented at the next tee as the golfer is automatically walked into position for the next tee off. Electronic scoring keeps count of strokes, ragtime music sets the mood, and crowd cheers reward the real pros.

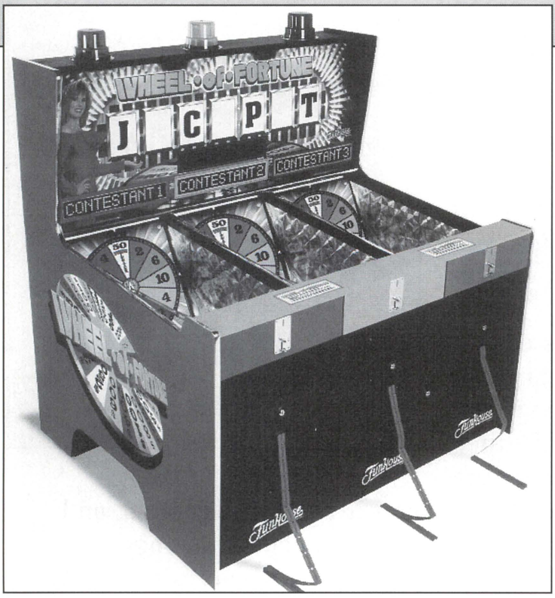
One-On-One Hockey adds a second figure, the goalie, to make the hockey player work for his score. One person can play against an automatic goalie, or a second person can take command of that position. Both figures can be commanded to skate at high speed.



The hockey player has total freedom to move anywhere, skating circles, figure eights, and even behind the goal line to grab the puck, line up the shot, and shoot. If the goalie blocks the shot, he gets the point. Flashing lights under the ice illuminate special bonus zones as the hockey player passes over them. Scoring a goal from these zones gives the player extra points.

For more information, or distributor referral, contact Robotic Entertainment Systems, 5 Market Square, Amesbury, MA 01913; (508) 388-5656; fax (508) 388-5877; e-mail robotent@seacoast.com

Wheel of Fortune



Fun House Games, the new redemption/novelty game subsidiary of WMS Industries, delivers the licensed game *Wheel of Fortune*, which should tap into the popularity of the television game show.

Wheel of Fortune is a one- to three-player timing game in which players attempt to stop the wheel on the high value ticket spaces. The game's Jackpot features take redemption to the interactive level.

Built into the backglass is a display with a typical scene from the television show, and there is a word puzzle with three missing letters. Players trying to acquire high value tickets are also racing against each other to acquire the three missing letters from the puzzle and win the Jackpot award.

As players manage to stop the wheel on the spaces with the missing letters, the backglass lights up revealing the missing letters from the puzzle. Any player can solve the puzzle by winning letters progressively. A Super Jackpot prize is awarded to a player who exclusively wins all of the missing puzzle letters.

The game takes advantage of existing technology to both attract players and eliminate traditional service problems. Dynamic sound, speech, and high-tech graphics combine with the familiarity of the "Wheel of Fortune" concept to make the game stand out. Additionally, there are no moving parts, reducing service problems.

For more information, or distributor referral, contact Fun House Games, 3401 N. California Ave., Chicago, IL 60618; (312) 961-1000; fax (312) 961-1060.

Susie and Allie's Kidphone

Susie & Allie
FRIENDS
KID PHONE
OOPS!
There comes a smile...
WIN A PRIZE EVERYTIME!

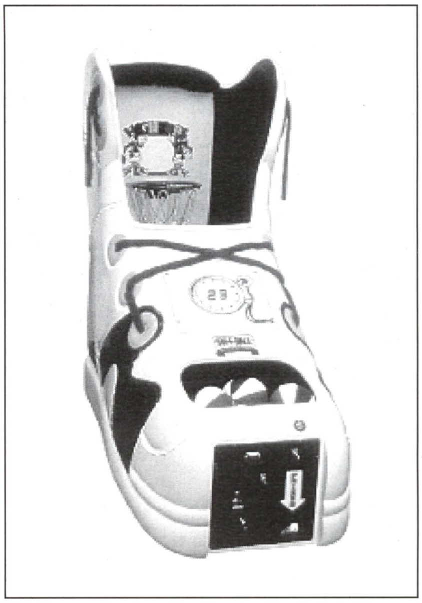
Carousel Intl. introduces *Susie and Allie's Kidphone* novelty vendor, which offers voice interactivity that is a popular attraction in children's recreational vending machines.

After depositing 25 cents, children are treated to songs and stories by Susie and Allie, a singing pig and alligator, and their friends through a telephone receiver. The characters spin around, and following the show, children receive their own toy-filled egg.

Children may choose from a wide selection of stories and songs by pressing one of the machine's illuminated buttons. Other features include attractive lighting and a 25/50-cent coin mech. Dimensions are 68" high x 22-1/2" wide x 23" deep.

For more information, or distributor referral, contact Carousel Intl. Corp., P.O. Box 307, Eldon, MO 65026; (314) 392-7122; fax (314) 392-7125.

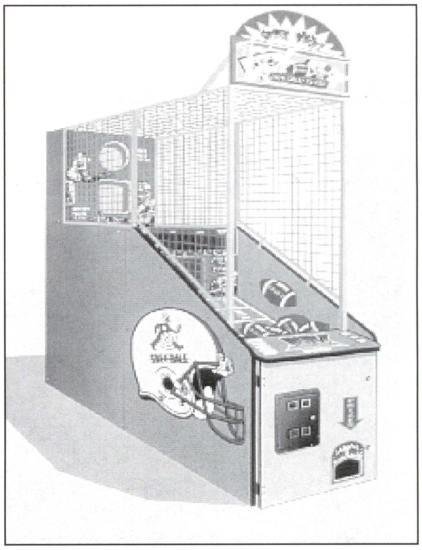
Hightops Prize Vending, UBQB II



Skee-Ball announces a new version of the *Hightops* kiddie basketball game, *Hightops Prize Vending Game*, and the new *UBQB II Prize Vending Football Challenge.*

The new *Hightops* allows players to directly win a variety of popular encapsulated prizes. The unit is ideal for locations that do not have redemption centers but need fun and rewarding activities for children. Including a prize vending feature also gives Skee-Ball a junior sized game to offer along with previously introduced prize vending games.

Features include a fiberglass exterior with no painted parts, an interior fitted tubular steel frame for maximum durability, simple plug-in installation, and operator-friendly CPU that allows for multiple coin-in settings and a wide range of win options.

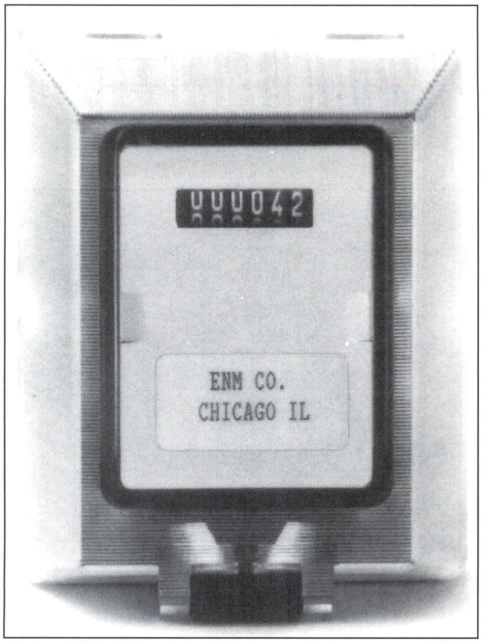


The new *UBQB II* offers a new logo, bright new colors, and an optional prize dispenser. The automatic prize dispenser lets the game give out a variety of prizes, including T-shirts, sports merchandise, key chains, and other novelties, directly to the player.

The game is easy to program, offers complete diagnostics, is FCC licensed, and U.L. listed. It has competition capability letting two players compete against each other, and operator-adjustable price per play and prize settings.

For more information, or distributor referral, contact Skee-Ball Inc., 121 Liberty Lane, Chalfont, PA; (215) 997-8900; fax (215) 997-8982.

ENM counter



ENM introduces the E8E613W Totalizer with Internal Battery, an electro-mechanical counter designed for rugged outdoor applications. Since the counter is self-powered, only a dry switch is needed to achieve a working station.

The totalizer is IP 54 protected, has a high magnetic immunity, a long-life battery, and provides durable and reliable performance.

Specifications include a six-digit display, battery life of approximately five years, a weight of .26 pounds including battery, and a power consumption of approximately 15mA during pulsing. Battery discharge during extended pulsation is suppressed by internal circuitry.

For more information, contact ENM Co., 5617 Northwest Highway, Chicago, IL 60646-6135; (312) 775-8400; fax (312) 775-5968.

Multifunction printer

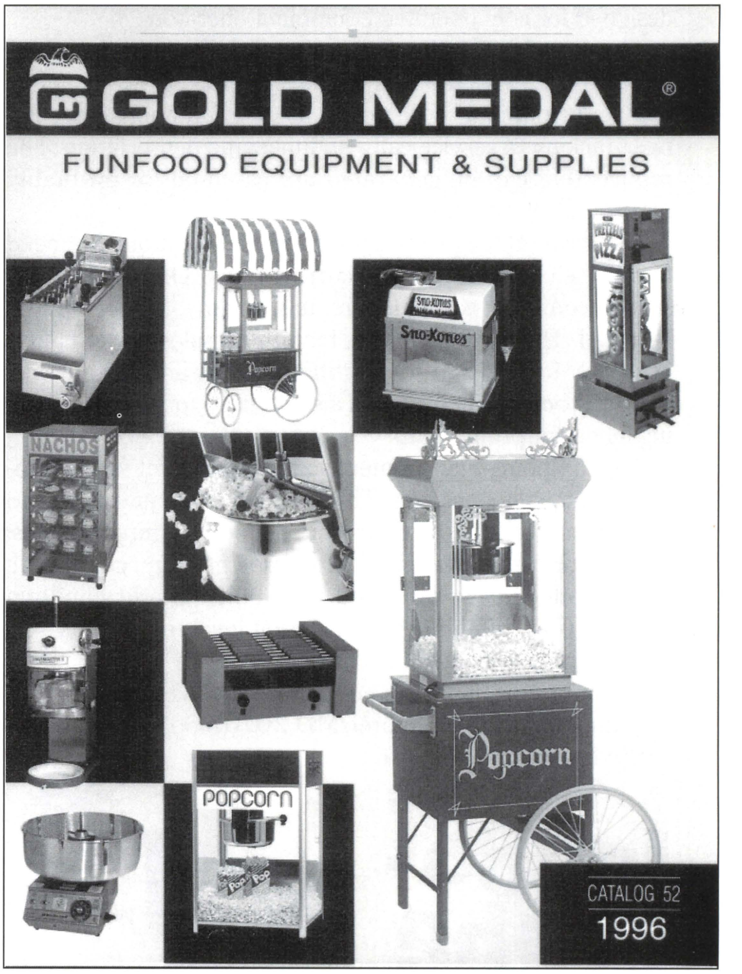
Ithaca Peripherals introduces its new Series 90 multifunction printer, designed for a wide variety of retail applications.

As with all Ithaca printers, the Series 90 is fully customizable. It is available in five different models: The Model 91 (receipt only); the Model 92 (receipt and journal); the Model 93 (receipt, journal, 17-line validation, and full capability slip function), the Model 94 (receipt, 17-line validation, and slip function), and the Model 95 (17-line validation and slip function).

Features include internal power supply, custom logo print buffer, portrait or landscape printing, two-year warranty, and operator-visible print zone.

For more information, contact Ithaca Peripherals, 20 Bomax Drive, Ithaca, NY 14850; (607) 257-8901; fax (607) 257-8922.

Fun food catalog



The 52nd edition of the Gold Medal fun food catalog is now available with more amusement related food preparation products than ever before.

Readers should look for the Salesmakers, popcorn poppers equipped with lighted signs to help merchandise the food product. The signs are available on a wide variety of popper sizes and styles. Also check out the Mega Floss and Floss Boss that will mean ever better cotton candy profits, as well as the Shavemaster II Block Ice Shaver and Hawaii's Finest flavors and accessories.

This year, Gold Medal has added Fat-Free Mom's Homestyle Caramel Apple Dip in portionpacked cups, along with the regular dip in portion-packed cups and the five pound brick of caramel.

For more information, contact Gold Medal Products, 2001 Dalton Ave., Cincinnati, OH 45214; (513) 381-1313; fax (513) 381-1570.

Software programs

Capital Vending presents three new software programs designed for coin operated equipment operators.

Vending for Windows is designed for vending, amusement, and bulk vendors to manage their business. Features include printing of route tickets, tax computations, inventories, tracking of service calls, and machine depreciation. The reports that can be generated are essential for profitably managing a business.

Recurring Billing software is ideal for operators that need to invoice customers on a recurring basis. This is useful for service contracts, equipment rentals, and invoicing if a sale is financed. The program allows for various sales tax and interest rates. In addition to printing invoices and statements, your customer data base can also be used for printing mailing labels for promotions.

UPS Shipping management software is useful for all businesses that ship packages. The program is menu driven and will dramatically reduce the time needed to ship packages. Features include operating up to three printers, generating reports and C.O.D. tags, and the ability to add handling charges. Cost differences for different levels of delivery service can be determined instantly.

For more information, contact Capital Vending, 13581 Virginia Manor Road, Laurel, MD 20707-6515; (301) 419-3189; fax (301) 419-3661.

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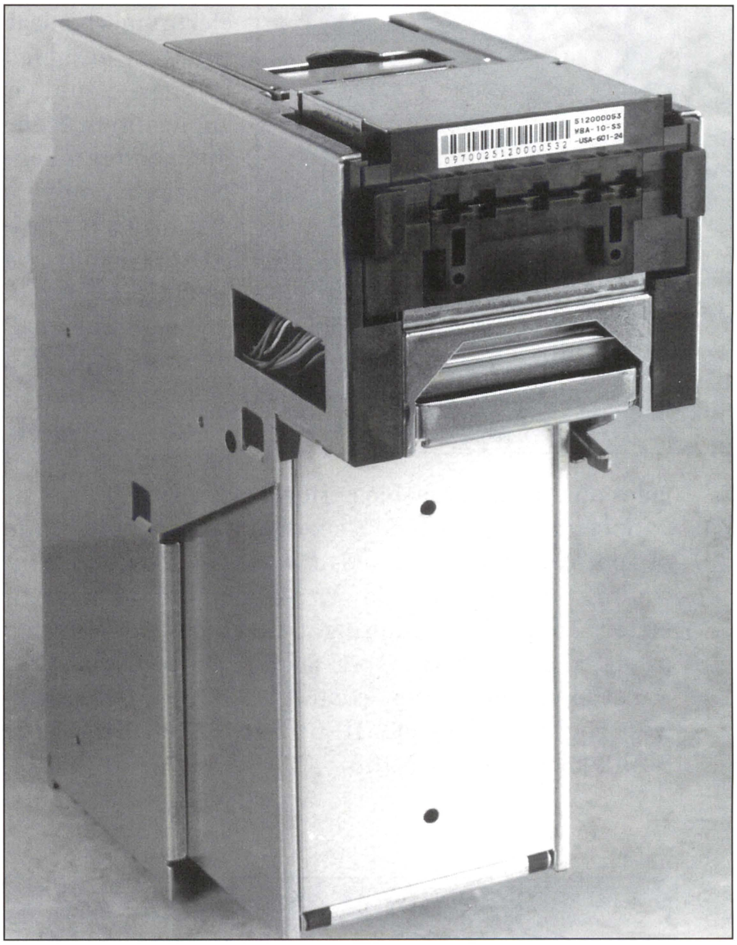

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For more information, contact JCM, 3940 E, Craig Road, Suite 101, Las Vegas, NV 89031; (702) 651-0000; fax (702) 651-0003. ▲

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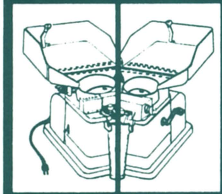

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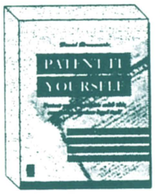

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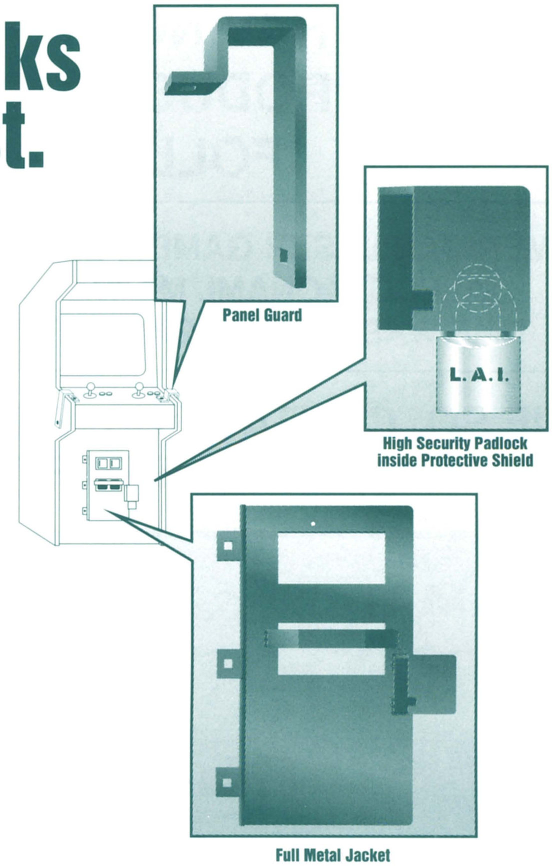
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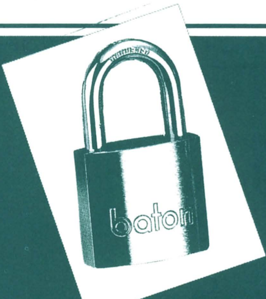

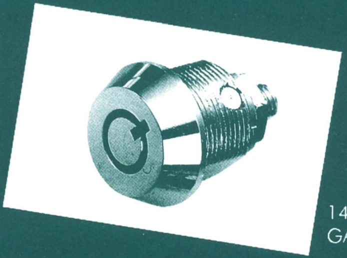

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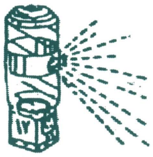

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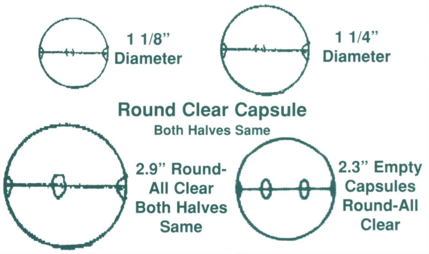
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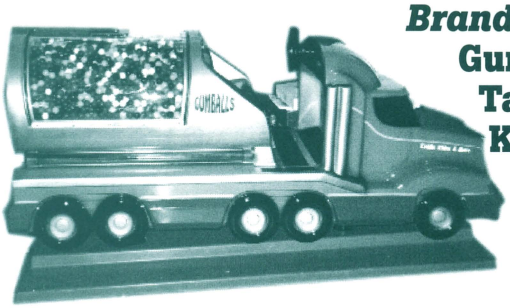

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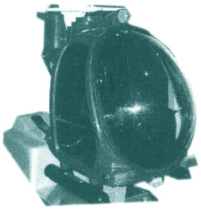

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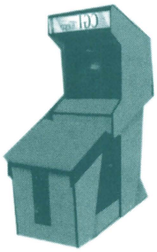

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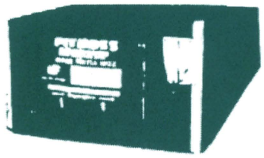

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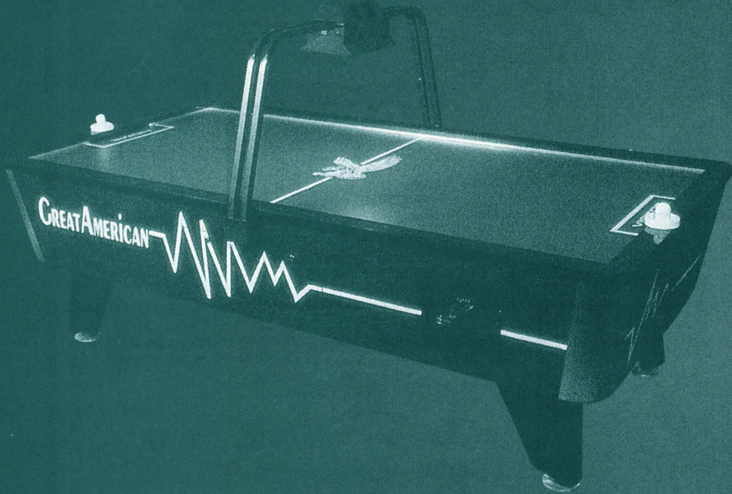

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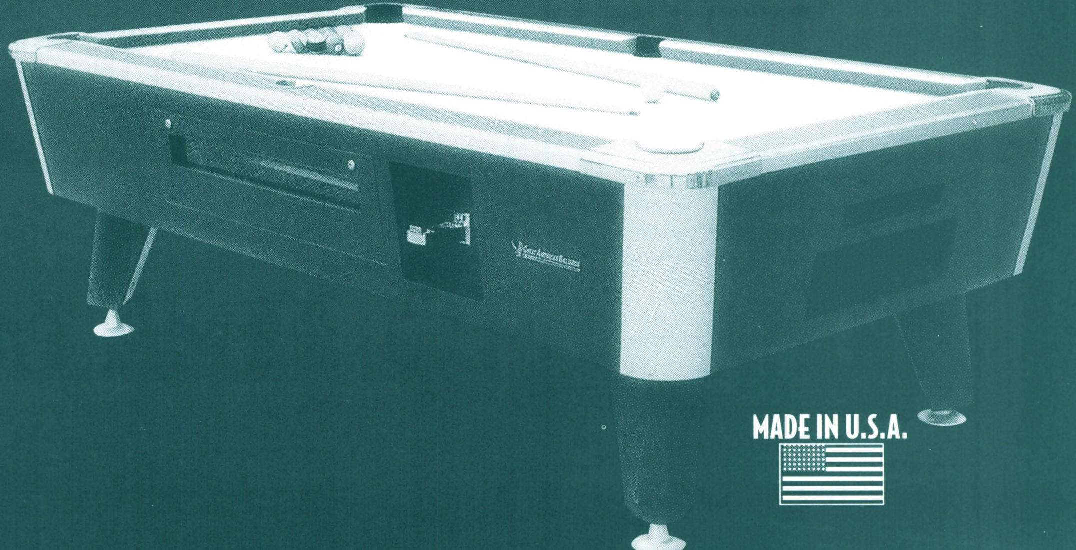

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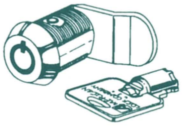

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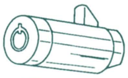

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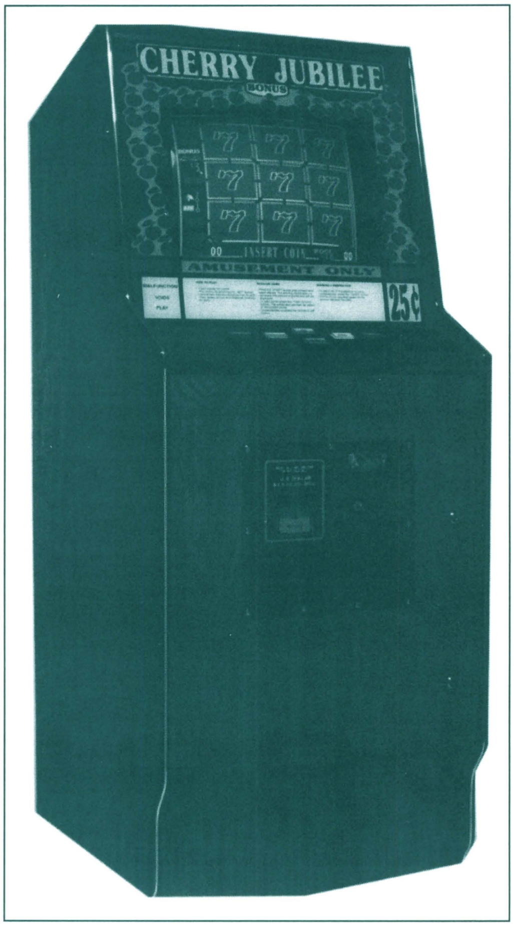

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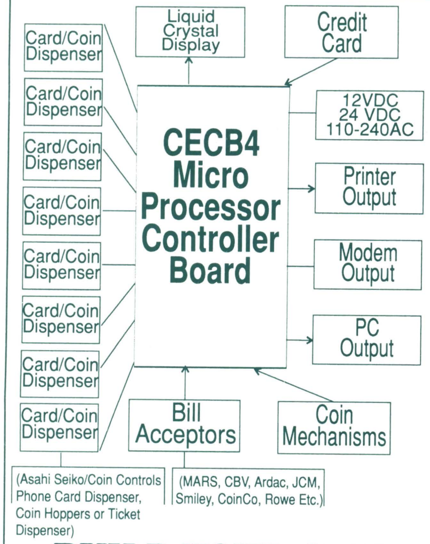
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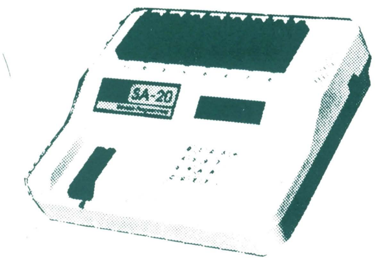

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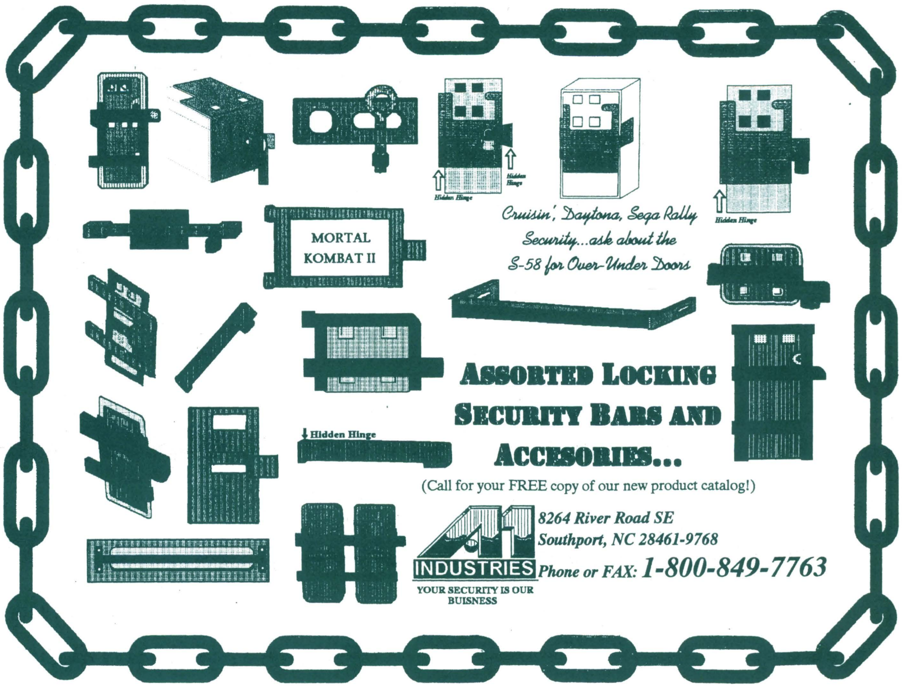
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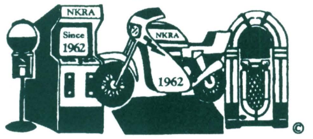

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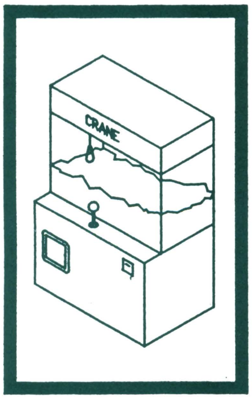

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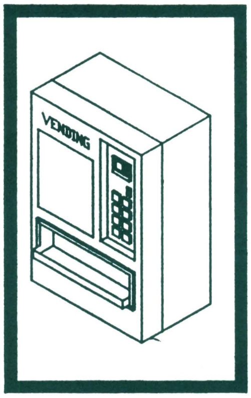

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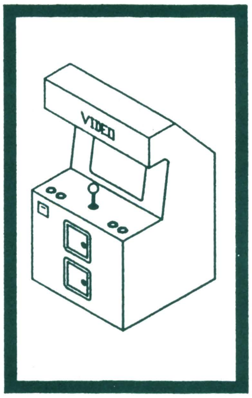

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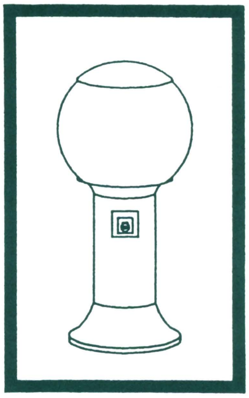

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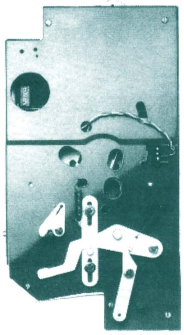

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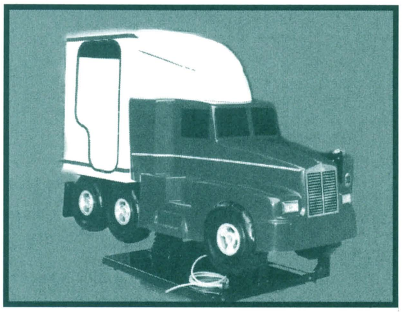

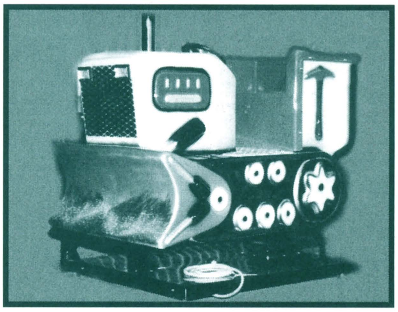

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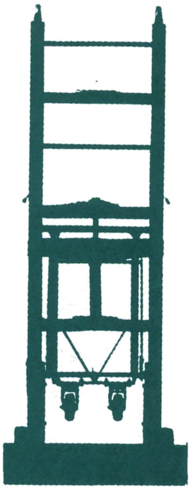

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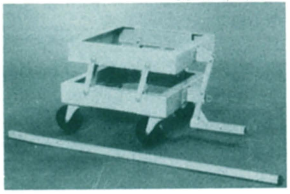

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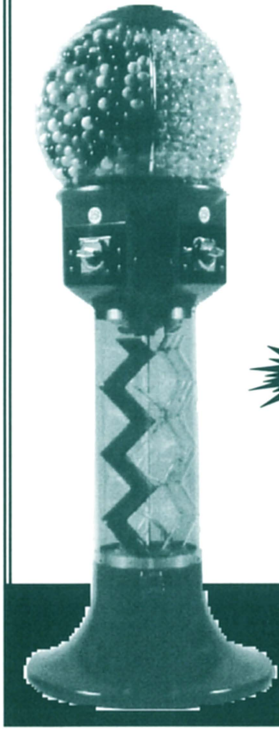

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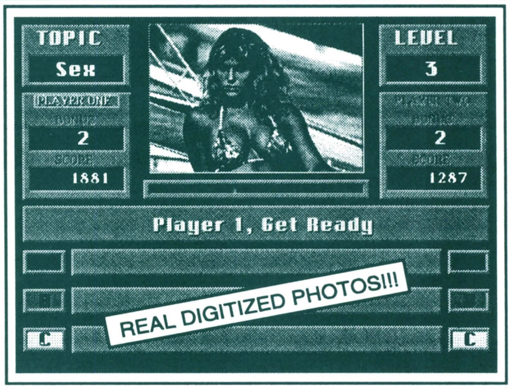
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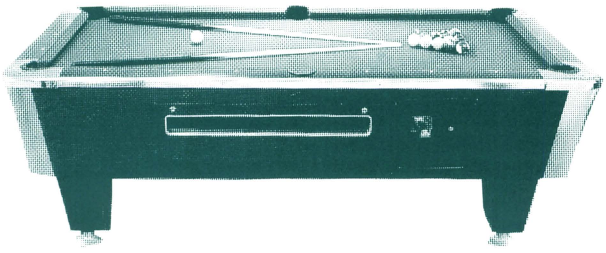

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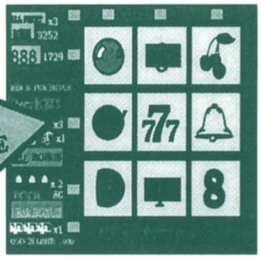

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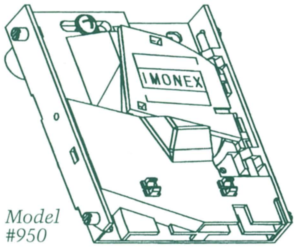

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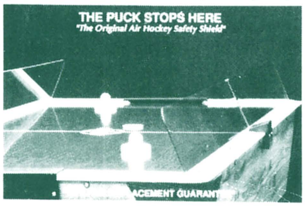

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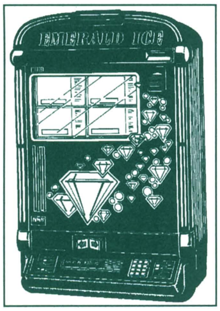

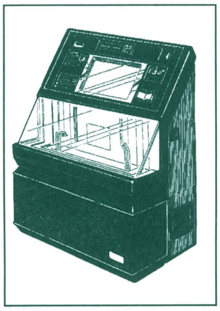

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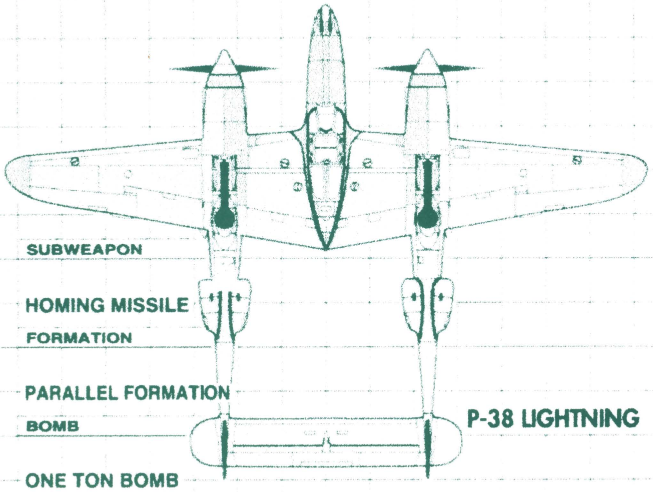

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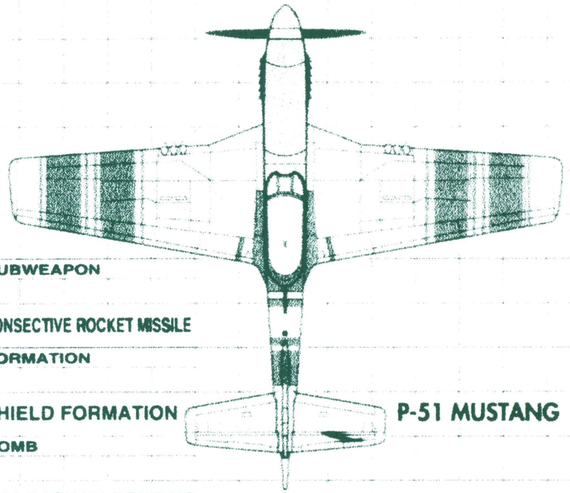

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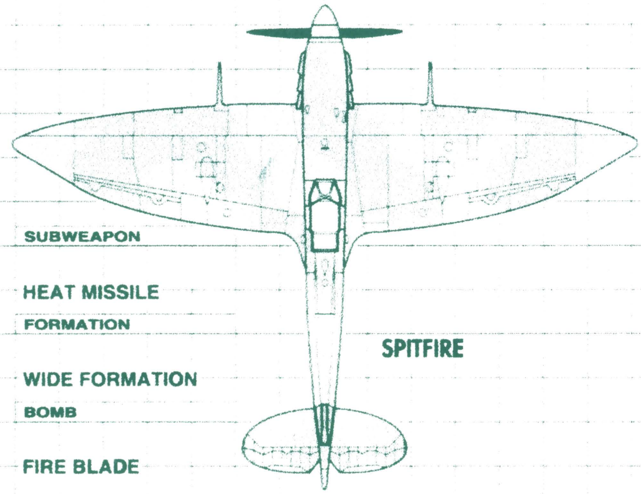

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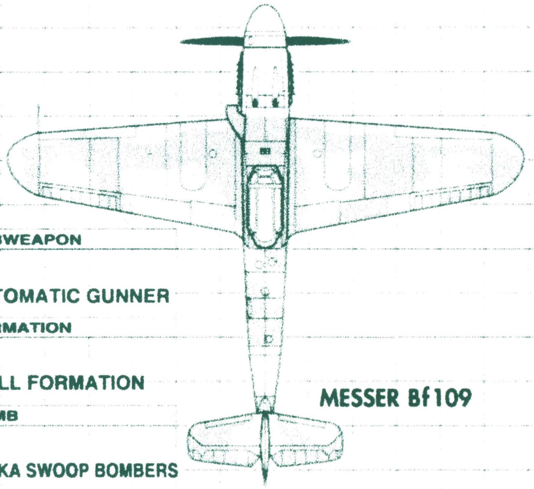

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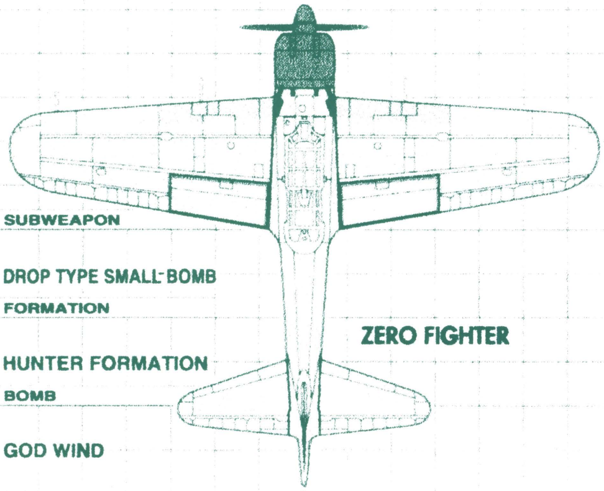

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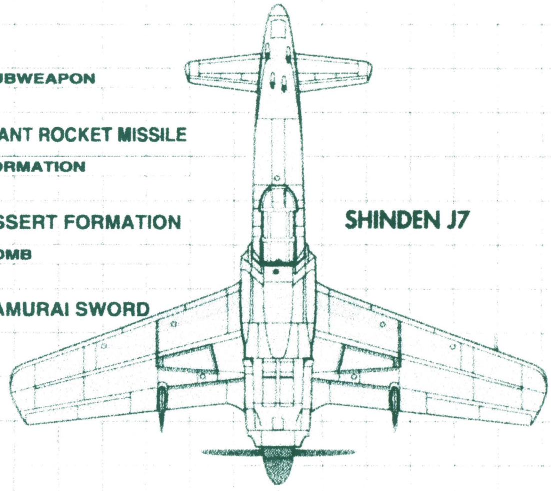

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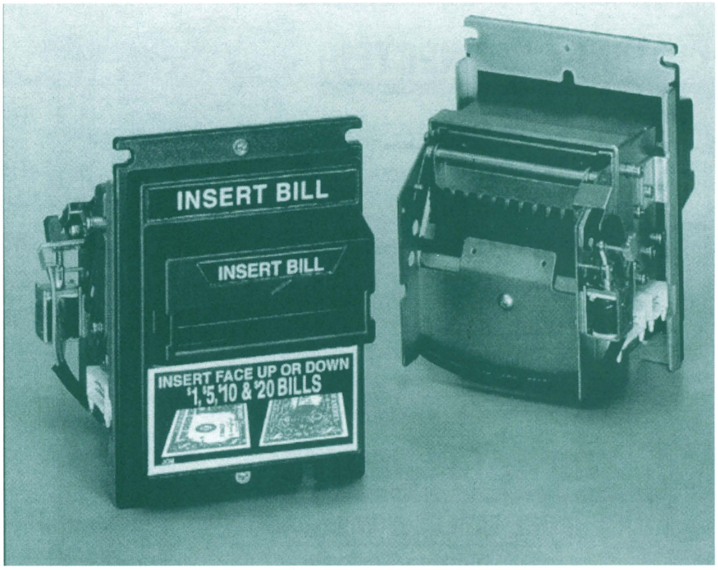
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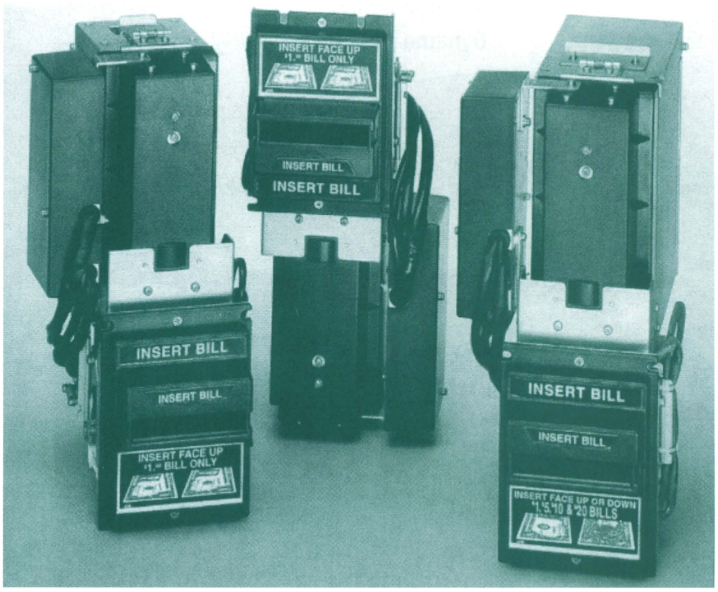
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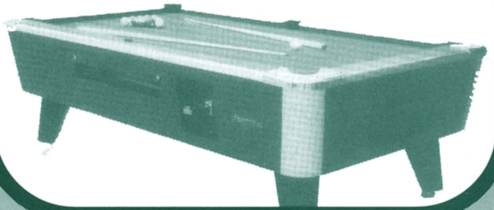

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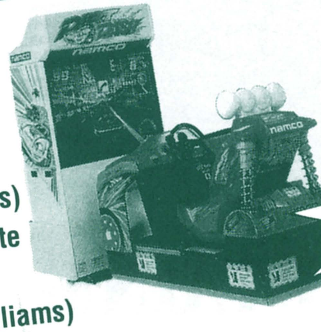

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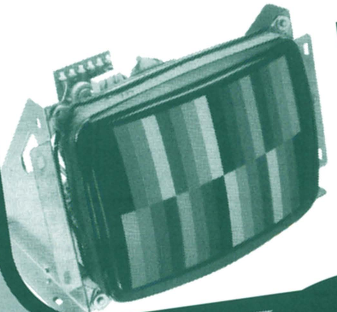

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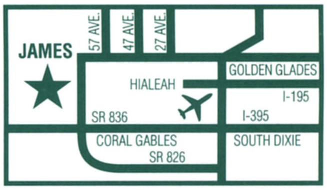
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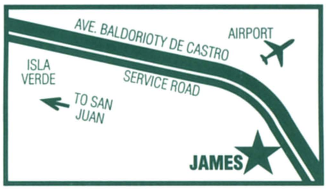
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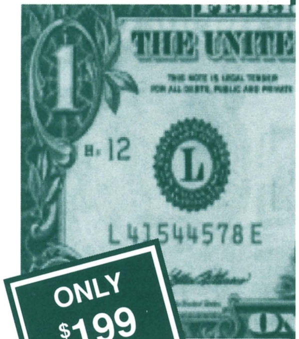

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May 2-3
Riverboat Gaming Congress & Expo, New Orleans Convention Center, New Orleans, La. Contact Alan Liebensohn, (212) 594-4120; fax (212) 714-0514.

May 24-June 1
16th Valley National Eight-Ball League Association International Championships, Riviera Hotel, Las Vegas, Nev. Contact Gregg Elliott, (800) 544-1346 or (517) 893-1800; fax (517) 893-0103.

June 6-8
Wisconsin Amusement and Music Operators Association Convention and Trade Show, Mead Inn, Wisconsin Rapids, Wis. Contact Maxine O'Brien, (608) 836-6090.

June 21-23
Illinois Coin Machine Operators Association Annual Meeting, Oakbrook Hills Resort, Oakbrook, Ill. Contact ICMOA, (708) 369-2406; fax (708) 369-2488.

July 18-20
13th Billiard Congress of America International Trade Expo, Minneapolis Convention Center, Minneapolis, Minn. Contact Frank Zdy, (619) 278-3877; fax (619) 268-9372.

July 26-27
Pennsylvania Amusement and Music Machine Association Convention and Trade Show, Seven Springs Mountain Resort. Contact PAMMA, (800) 521-7778 in Pa., or (717) 232-5322.

August 15-17
Ohio Coin Machine Association Convention and Trade Show, Ramada University, Columbus, Ohio. Contact OCMA, (614) 888-9772; fax (614) 888-9767.

September 30-October 3
World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Alan Liebensohn, (212) 594-4120; fax (212) 714-0514.

September 26-28
Amusement and Music Operators Association Expo, Dallas Convention Center, Dallas, Texas. Contact AMOA, (312) 245-1021; fax (312) 321-6869.

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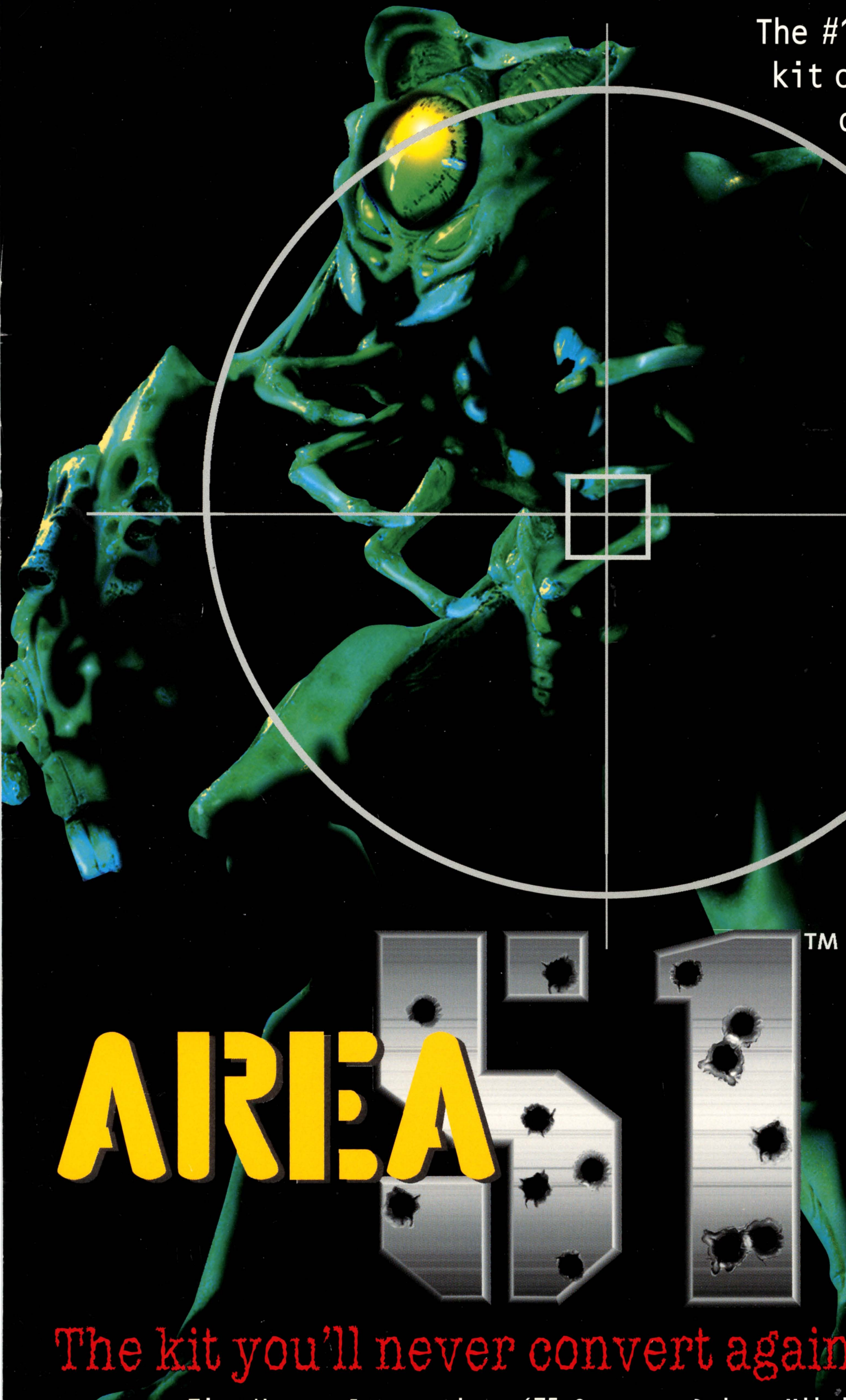

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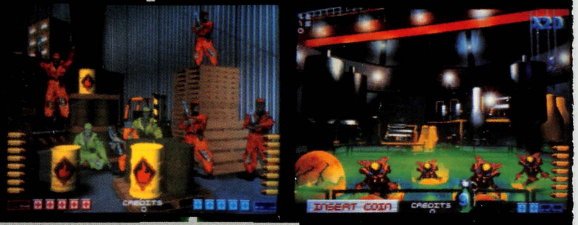

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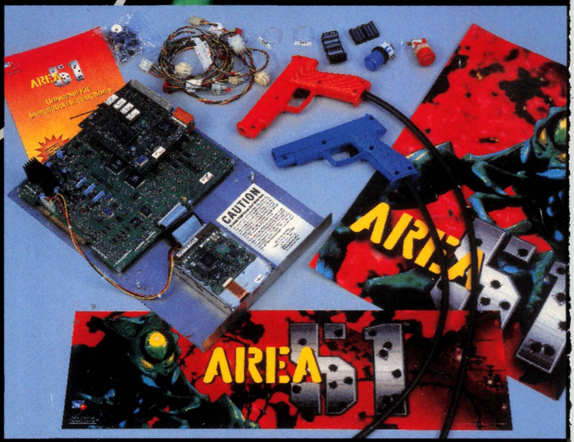

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